

Job Title:

Marketing Coordinator

Job Description:

The Marketing Coordinator will be responsible for assisting with a variety of marketing strategies and campaigns. This position will ensure successful coordination of all marketing related activities and other assignments as delegated by the Vice President of Marketing and Communications.

Reports to:

Vice President, Marketing and Communications

Classification:

Non-Exempt

Essential Duties:

- Assist with all internal and external marketing promotions and communications
- Interact, direct, and communicate with internal and external audiences regarding CHSU related events and campaigns
- Plan and execute logistics for Marketing events and activities
- Assist with fundraising campaigns and related activities
- Maintain department events calendar
- Perform analysis of marketing website analytics data
- Actively manage CHSU's social media platforms
- Manage CRM database utilization
- Help prepare for, coordinate, and execute various special projects
- Manage department documentation, files, online drives, and marketing content
- Order, maintain, and update Marketing materials (CHSU "swag", apparel, signage, etc)
- Additional responsibilities may be assigned by supervisor

**Qualifications/
Education:**

- Bachelor's degree in Business, Marketing, or related field; or equivalent experience
- One-two years of marketing, development, communications, and/or event planning experience, preferably in a fast-paced professional environment.
- Superior organizational skills and detail orientation;
- ability to multi-task and work deadlines;
- keep track of multiple projects and ensure timely follow-up.
- Self-motivated, and able to work independently with minimal supervision.
- Ability to maintain confidentiality, exercise good judgment and act professionally,

sensitively, and with a high level of discretion.

- Ability to anticipate needs and work proactively to manage the daily flow of the department. Excellent communication and customer service skills.
- Proficiency in the use of computers including Microsoft Office suite, in particular Microsoft Word, PowerPoint, Outlook, and Excel.
- Experience with Customer Relationship Management (CRM) database preferred.

Salary:

**Position offers competitive wage based on experience plus benefits.
An EEO Employer.**

Application Instructions

Interested candidates are to electronically submit a letter of interest, a detailed resume and the names, titles, addresses, and telephone numbers of at least (3) professional references who may be contacted. Please send a completed package electronically to Richele Kleiser, VP for Marketing & Communications at rkleiser@chsu.org and type **MARKETING COORDINATOR** in the subject field of the email.

*CHSU is an Equal Opportunity/Affirmative Action Employer.
Minorities, women, veterans, and persons with disabilities are encouraged to apply.*