



## JOB DESCRIPTION

Job Title:	Campus Director of Marketing - Utah	Prepared By:	Director of Marketing - Nevada
Unit:	Marketing	Reviewed By:	Dir. of HR; VP, Academic Affairs
Reports To:	Director of Marketing - Nevada	Date:	February 2, 2010
FLSA Status:	Exempt		

---

### Summary

Manages and coordinates promotional, advertising, and strategic marketing activities for University of Southern Nevada, South Jordan, Utah campus and supports activities at the University's Henderson, Nev. campus.

### Responsibilities

1. Assists in the design, implementation, and facilitation of annual marketing plan for the University, with emphasis to new degree programs. Supports and facilitates development and implementation of unit business/marketing plans.
2. Develops and maintains professional contacts and affiliations with media, production, and related external resources to complete projects effectively and to facilitate and promote the dissemination of news and publicity about the university.
3. Serves as an information liaison to key municipal and state lawmakers in Utah.
4. Adheres to budgets for institutional marketing to the prospective students and the public and promotional activities; recommends the most appropriate and cost-effective advertising and promotional media.
5. Organizes and implements client relations including:
  - client satisfaction surveys
  - client development activities
  - client skills training
  - special events
6. Conducts university external communications activities including:
  - public relations efforts
7. Assists in managing University's electronic marketing efforts and development of university publications.
8. Other related duties as assigned.

### Skills

Must be a self-starter, highly organized, and able to work well with employees at all levels in the University. Polished presentation and interpersonal skills. Must possess top-level business management, interpersonal, and facilitation skills. Excellent written and oral communication skills.

### Education/Training

Bachelor's degree or higher in Marketing, Advertising, Public Relations or related field is required.

### Experience

At least three years experience as assistant marketing director or higher or agency account manager. Strong leadership and consensus building skills; marketing management and strategic planning experience; a proven track record in developing and administering a marketing program. Some experience in an academic setting is preferred.

### Work Conditions

- Work is primarily indoors, but requires the incumbent to be in an outdoor environment when traveling between South Jordan campus buildings, off campus, and to USN campuses and facilities located outside Utah as necessary.
- Standard office hours are 8:00 a.m. to 5:00 p.m. May change based on the demands of the office.
- Performing duties and attending events during the evening and on the weekend occurs occasionally and are required.
- Traveling off-campus to Nevada, local, state, regional and/or national event occurs occasionally and are required.

### Required Physical Abilities

- Ability to bend, stoop, reach, stand, move from one area of the building to another on a regular basis, sit and use a computer for a long period of time,
- Manual and physical dexterity needed to operate a computer keyboard and handle paper documents,
- Sufficient near vision acuity to read information appearing on computer display screen, in hand-written forms, and printed on paper,
- Adequate hearing and verbal abilities to communicate effectively in person and by telephone,
- Ability to lift and carry a stack of forms and documents weighing up to 15 pounds.