



## Job Description

<b>Job Title:</b>	Account Coordinator	<b>Grade:</b>	K
<b>Department:</b>	Marketing Services	<b>FLSA:</b>	Exempt

*The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.*

### **General Function:**

The Account Coordinator serves as a liaison with internal clients to execute marketing plans and ensure plan elements are delivered in a timely manner

### **Characteristic Duties and Responsibilities:**

1. Oversees the implementation of all marketing activities and strategic communication plans for selected clients.
2. Provides project-specific direction to graphic design specialists.
3. Collaborates with peer Account Coordinators for planning and prioritization of projects.
4. Works with the Executive Director to identify necessary resources and tools for gathering and researching data on current customers, target markets, media outlets for advertising, promotion partnerships in the community and outcomes of various promotions for clients.
5. Performs other duties as assigned

### **Reporting Relationships:**

**Direction Received:** Reports to the Executive Director, Marketing Services

**Direction Given:** No responsibilities for direction other staff; may lead, coordinate and monitor the work of administrative support and creative services staff for specific projects

### **Minimum Requirements:**

Bachelor's Degree from an accredited college or university in Marketing, Communication/Journalism or a related field and 2 years of experience in program promotion, media integration and/or copywriting.

### **Knowledge, Skills, Abilities and Worker Characteristics**

Knowledge of generally-accepted web accessibility, web usability standards, and multimedia design standards

Knowledge of marketing principles and practices

Expertise in journalistic writing styles

Ability to analyze demographics and psychographics data

Ability to assess media effectiveness

Excellent Verbal and written skills

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. Dec 2009



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### **Working Conditions:**

Typical office environment