



## Job Description

<b>Job Title:</b>	Account Coordinator Senior	<b>Grade:</b>	K
<b>Department:</b>	Community Relations and 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 Senior serves as a liaison with internal clients to execute marketing and promotion plans and to ensure plan elements are delivered in a timely manner.

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

1. Oversees the implementation of all marketing and promotion activities and strategic communication plans for selected clients, including the WTVI television station.
2. Provides project-specific direction to graphic design specialists.
3. Collaborates with Assistant Directors and Executive Director 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 of other staff; will lead, coordinate and monitor the work of administrative support and creative services staff for specific projects.



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### **Minimum Requirements:**

Bachelor's Degree from a regionally accredited institution in Marketing, Communication/Journalism or a related field and 3 years of experience in marketing account management, 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  
Experience in project management  
Proficiency in Microsoft Office products  
Ability to analyze demographics and psychographics data  
Ability to assess media effectiveness  
Excellent verbal and written skills

### **Working Conditions:**

Typical office environment