

## Arizona Christian University Position Description

<b>Position Title:</b>	Marketing and Communications Specialist	<b>Date Updated:</b>	March 2017
<b>Reports to:</b>	Associate Director of Advancement	<b>Department:</b>	Institutional Advancement
<b>Direct Reports:</b>	None	<b>FSLA Status:</b>	Full-time / Hourly
<b>Position Summary:</b> Working as a member of the Advancement Team, the Marketing and Communications Specialist will provide marketing assistance in writing, editing, maintaining the university brand and general administrative assistance to the Advancement Division.			
<b>Prerequisite Qualifications:</b> Baccalaureate Degree preferred. Desired professional experience: <ul style="list-style-type: none"> <li>• Minimum of two years administrative and marketing experience.</li> <li>• Demonstrated administrative, organizational, proofreading, writing, and communication skills.</li> <li>• Be organized, efficient, and show good time management skills</li> <li>• Able to handle multiple projects simultaneously and adjust priorities accordingly</li> <li>• Proficiency of Microsoft Office software (Excel, Word, Outlook) required</li> <li>• Support of the mission and vision of Arizona Christian University and the university Core Commitments</li> <li>• Christian commitment consistent with the ACU Statement of Faith</li> </ul>			
<b>Duties, Tasks, Responsibilities:</b> <ul style="list-style-type: none"> <li>• Writes and edits content for University stories, websites, print and digital marketing pieces, grants, letters, direct mail appeals, email marketing, newsletters, radio and other communications</li> <li>• Assists with coordinating marketing efforts and managing content for ACU departments</li> <li>• Coordinates with vendors and contractors regarding print and web projects (includes communicating edits between designer and specific university department until project is completed) and places all marketing orders</li> <li>• Creates and submits purchase orders and purchasing card reconciliations</li> <li>• Assists in the planning and execution of Advancement and other University events</li> <li>• Assists with fulfillment of benefits for Westphal Athletic Fund members and sponsors</li> <li>• Serves as liaison between partners and ACU related to marketing sponsorship opportunities</li> <li>• Answers Marketing phone and fields Marketing related calls and emails</li> <li>• Maintains/updates the university Brand and Style Guide as needed</li> <li>• Assists with Advancement Division tasks and projects as needed</li> <li>• Oversees Advancement Student Workers/Interns as needed</li> <li>• Other duties as assigned</li> </ul>			
<b>Working Conditions:</b> <ul style="list-style-type: none"> <li>• Normal office conditions. The noise level in the work environment is moderate (student traffic outside the office)</li> <li>• Position requires the ability to lift/carry objects weighing up to 30 lbs</li> <li>• Ability to sit, stand, walk for extensive periods of time</li> <li>• Occasional nights and weekend work</li> </ul>			