

Arizona Christian University

Position Description

Position Title and Position Grade:	Marketing and Alumni Coordinator	Date Updated:	June 2017
Reports to:	Associate Director of Advancement	Department:	Institutional Advancement
Direct Reports (if any):		FSLA Status:	Full-time
Position Summary:			
Working as a member of the Advancement Team, the Marketing and Alumni Coordinator will provide assistance in writing, editing, maintaining the university brand, the tracking and engagement with university graduates, and general administrative assistance to the Advancement Division.			
Prerequisite Qualifications:			
Baccalaureate Degree preferred. Desired professional experience:			
<ul style="list-style-type: none"> • Minimum of two years administrative and marketing experience. • Demonstrated administrative, organizational, proofreading, writing, and communication skills. • Be organized, efficient, and show good time management skills • Able to handle multiple projects simultaneously and adjust priorities accordingly • Proficiency of Microsoft Office software (Excel, Word, Outlook) required • Support of the mission and vision of Arizona Christian University and the university Core Commitments • Christian commitment consistent with the ACU Statement of Faith 			
Duties, Tasks, Responsibilities (List as many categories as necessary):			
<ul style="list-style-type: none"> • 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 • Assists with coordinating marketing efforts by managing content and budget tracking for ACU departments • 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 • Creates and submits purchase orders and purchasing card reconciliations • Assists with fulfillment of benefits for Westphal Athletic Fund members and sponsors • Serves as liaison between partners and ACU related to marketing sponsorship opportunities • Assists with engaging and tracking graduates through communications and data collection for the Higher Learning Commission to increase alumni involvement/outreach and utilize outcomes of graduates for marketing purposes • Proficiently use and manage Raiser's Edge, the database for alumni records • Maintains/updates the university Brand and Style Guide as needed • Assists with Advancement Division tasks, projects, and events as needed • Oversees Advancement Student Workers/Interns as needed <p>Other duties as assigned</p>			
Working Conditions:			
<ul style="list-style-type: none"> • Normal office conditions. The noise level in the work environment is moderate (student traffic outside the office) • Position requires the ability to lift/carry objects weighing up to 30 lbs • Ability to sit, stand, walk for extensive periods of time • Occasional nights and weekend work 			