



**Position Title:** Marketing Communications Project Coordinator  
**Reports To:** Marketing and Advertising Manager  
**Department:** Marketing Communications  
**Prepared By/Date:** Vivian Basit/07-01-2014  
**Approved By/Date:** Irene Munoz/07-10-2014  
**Revised:**

**Job Code:** 3358  
**Job Group:** PENC  
**Salary Grade:** 14  
**FLSA Status:** Exempt

**Summary:**

The Project Coordinator ensures the efficient and timely project management, production, tracking, fulfillment and distribution of all department materials and assets.

**Essential Duties and Responsibilities:**

- Provides primary oversight for ongoing and varied marketing projects for print, broadcast and Web
- Develops project timeline to determine client and copy review dates and other job milestones
- Works with team on creative development, review production and distribution process with production coordinator
- Meets with clients and along with team members, sets clients expectations and manages project flow
- Finalizes New Project Requests, including project scope, timing and budget
- Oversees online project management database system, including department training and system trouble-shooting
- Conducts ongoing client status meetings on all open jobs and future jobs
- Develops annual production calendars for recurring jobs
- Meets with production and media vendors
- Generates yearly production reports and analysis
- Performs other duties as assigned

**Knowledge, Skills and Abilities:**

- Knowledge and understanding of College organization, goals and objectives, and policies and procedures
- Possess strong project supervision skills
- Knowledge of project management software
- Possess excellent communication skills (both oral and written)
- Possess strong analytical and organizational skills, including great attention to detail and ability to multi-task with a proven track record of meeting deadlines
- Possess service-oriented attitude
- Ability to communicate effectively and work collaboratively with diverse groups of people, including customers and outside vendors
- Proficiency in all Microsoft Office applications including Excel, PowerPoint and Word, along with the ability and willingness to adopt new software applications, particularly databases, file management systems and web form creation software such as FMP, ACCESS, and Adobe
- Possess self-motivational and self-starter skills
- Ability to work well in a multi-ethnic and multi-cultural environment with students, faculty and staff

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; talk or hear; and stand and walk.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Essential Personnel:**

Non-Essential

**Minimum Requirements:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor’s degree from a regionally accredited institution in a related field of study and five (5) years of experience in marketing or ad agency account management or related field.

**ACKNOWLEDGEMENT**

I have read and acknowledge receipt of a copy of my job description.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name