FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2015

MARKETING AND SPECIAL PROJECTS COORDINATOR

FLSA STATUS: NON-EXEMPT – PAY GRADE: 14 - C

GENERAL STATEMENT OF JOB

The Marketing and Special Projects Coordinator plans, coordinates and manages projects and assignments as directed within the Artist Series Marketing Area.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Requests print, online, and electronic advertising proposals from local media, submits to show national press agents and/or agents for approval and schedules ad buys.

Requests print, online and electronic media trade proposals, submit to national press agents and/or producer representatives shows for approval and schedules trade buys.

Creates Google ad words for social media paid search and Facebook boosted posts.

Creates, builds and populates all show pages for the Artist Series website, including creating and using official copy, posting authorized show photos, logos, and start and end dates.

Coordinates sending of e-blasts with the Artist Series Tessitura ticketing system and the college’s Lyris E-mail system. Maintains a Lyris e-blast schedule, including pulling lists from databases, removing unsubscribes, and sending daily/weekly e-blasts according to the schedule. Provides data to shows including open rates and click-through rates.

Tracks invoices, compares to order placed and recommends payment.

Markets and seeks sponsorships and Artist Series Marquee Playbill advertising opportunities with local and national corporations, businesses and organizations - develops and presents proposals, and maintains client relationships throughout the year.

Oversees the volunteer program, to include planning the annual Volunteer Appreciation event and organizing the weekly rotating volunteer schedule for processing direct mail and specific grassroots events.

Coordinates all aspects of Camp Broadway, to include all marketing, website promotion, mailing of materials for the registration process, receiving payments, booking guest speakers, creating the schedule, providing lunches, working with parents and professional staff, and campers, and serving as the on-site coordinator during the week of camp. Provides oversight in the hiring of Camp Broadway staff, to ensure compliance with Department of Children and Families (DCF) and College policies and procedures.

Assists in planning Family Night on Broadway and the annual Test Drive Your Seats Events.
MARKETING AND SPECIAL PROJECTS COORDINATOR

Markets and seeks sponsorships and Artist Series Marquee Playbill advertising opportunities with local and national corporations, businesses and organizations – researches, develops and presents proposals, and maintains client relationships throughout the year.

Maintain records and oversees project expenditures.

Assist in the development of promotions and marketing settlements as directed.

Assist with show settlements and documentation as directed.

Research information and compile contributor and other College and Foundation reports as needed throughout the year.

Coordinate and manage projects designed to increase the Artist Series visibility and interaction with other organizations as assigned.

Assist with compiling and researching information for year-end reconciliation reports.

Serve as Event Manager on Duty as assigned (nights and weekends required).

Perform other related duties as assigned.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Employee may perform in a lead capacity directing support staff as assigned.

MINIMUM QUALIFICATIONS

High school diploma or high school equivalency supplemented by a minimum of one (1) year of related experience.

PREFERRED QUALIFICATIONS

Associate’s degree and a minimum of three (3) years of related experience in administrative support functions, preferably with experience in performing assignments and/or projects that demonstrate a high degree of organization and independent judgment. Requires proficiency in word processing and spreadsheet applications.

Experience in Microsoft Office applications including Word, Excel, Access & PowerPoint. Some experience in box office operations including knowledge of ticketing software in a performing arts environment.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc.. Physical demands are
essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

**Language Ability:** Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc.. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

**Numerical Aptitude:** Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

**Manual Dexterity:** Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

**Physical Communication:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 8/2015