



**Job Title:** Marketing Coordinator  
**Department:** Office of Wellbeing  
**Reports to:** Assistant Director of Wellbeing, Health Promotion, Office of Wellbeing

**Summary:**

The Marketing Coordinator is responsible for all marketing aspects of the Office of Wellbeing, Student Health Service, and Campus Recreation departments. These departments are physically located within the Wake Forest Wellbeing Center. In addition to maintaining departmental responsibilities, the Marketing Coordinator will develop, implement, and assess a comprehensive and integrated communications and marketing strategy, as appropriate, for the Wake Forest Wellbeing Center departments. Raise awareness and interest in the multifaceted programs, services and facilities to campus community and select external target audiences resulting in increased participation and revenue. This position collaborates with Campus Life partners to promote health, wellbeing, and engagement by all members of the campus community.

**Essential Functions:**

- Develops, implements, and assesses a comprehensive and integrated marketing plan for the Wake Forest (WF) Wellbeing Center department programs, services, and facilities which aligns with divisional and departmental goals. Contributes to department success in meeting key metrics of participation, satisfaction, sales, and revenue.
- Develops and updates an annual marketing calendar. Creates and adheres to action plans and timelines for all marketing campaigns to include evaluation and assessment of campaign effectiveness and penetration.
- Supervision – Recruits, hires, trains, and evaluates WF Wellbeing Center student marketing team (i.e. designers, photographers, and videographers). Delegates and supervises work by student and part-time staff, vendors, and contractors.
- Assigns student marketing team members to take and edit needed photos and videos.
- Prioritizes efforts to meet deadlines, effectively manage resources, and build collaborative partnerships to achieve expected outcomes.
- Manages all activities related to the production of print marketing and promotional materials.
- Ensures web pages are continuously updated, timely, accurate, and attractive.
- Oversees, grows and improves presence and maximize effectiveness of social media platforms including tracking reach. Coordinates responses to social media posts, as needed.
- Manages the WF Wellbeing Centers digital signage/screens including cardio equipment monitors. Submits content to other campus digital screens.
- Serves as editor of departmental newsletters and submissions to other University newsletters (i.e. Family Engagement newsletter, Student Club Sports, etc.).
- Coordinates and assists with special events and outreach efforts like resources fairs and orientations which are intended to increase awareness and utilization of programs, services, and facilities.
- Sources and orders imprinted promotional items.
- Works with the Office of Communication and External Relations and other marketing professionals on press releases, local print and broadcast media coverage, and other external exposure, as needed.
- Promotes Wake Forest University's efforts to develop an evidence-based collegiate wellbeing model through professional association journals, trade magazines, and similar avenues in collaboration with the Office of Communications and External Relations.
- Develops a variety of quantitative and qualitative methods (i.e. social media analytics, departmental metrics, surveys, sampling, and focus groups) to evaluate and improve marketing and communications effectiveness.
- Maintains resources including a photo library. Ensures permission of use of photos by subjects in images.
- Develops departmental brands and images ensuring that a unified departmental identity is conveyed and consistency in messaging across all marketing mediums. Ensures all communication adheres to University brand identity and trademark standards.

- Updates knowledge by participating in educational opportunities, professional reading, maintaining professional networks and participating in professional organizations.
- Supports and promotes a climate of collaboration, inclusion, continuous learning, problem solving, and big-picture and future-thinking perspective. Engages in evidence-based decision-making and promote development and learning for students, faculty, and staff.
- Develops and facilitates emergency broadcast communications for Student Health Services in conjunction with the Office of Communications and External Relations.
- Ensures professional and effective marketing for revenue generating programs (i.e. personal training, youth summer camps, swim lessons, and facility rentals).
- Advises student club sports in the development of regular parent and alumni e-newsletters.

**Other Functions:**

- Serve on University and Campus Life division standing and ad hoc committees, as assigned.

**Required Education, Knowledge, Skills, Abilities:**

- Bachelor’s degree or equivalent combination of education and experience.
- Prior marketing and communications experience.
- Demonstrated knowledge of marketing and communications best practices and emerging trends.
- Demonstrated commitment to diversity and inclusion.
- Demonstrated experience in working autonomously with initiative and creative thinking.
- Experience with graphic design (print and website).
- Experience with conducting campaigns and community engagement via social media platforms (i.e. Instagram, Facebook, and Twitter), utilizing social media analytic tools to measure the effectiveness of campaigns.
- Ability to develop and implement crisis communication plans.
- Occasional night and weekend work.

**Preferred Education, Knowledge, Skills, Abilities:**

- Prior marketing and communications experience in a collegiate environment.
- Demonstrated knowledge of and experience with promoting student leadership development.

**Accountabilities:**

- Responsible for own work.
- Manages staff/student workers.

**Note:**

This position profile identifies the key responsibilities and expectations for performance. It cannot encompass all specific job tasks that an employee may be required to perform. Employees are required to follow any other job-related instructions and perform job-related duties as may be reasonably assigned by his/her supervisor.

*In order to provide a safe and productive learning and living community, Wake Forest University conducts background investigations and drug screens for all final staff candidates being considered for employment.*

*Wake Forest seeks to recruit and retain a diverse workforce, and encourages qualified candidates across all group demographics to apply.*

Wake Forest University is committed to providing access and reasonable accommodation in employment for individuals with disabilities.

**Human Resources Use:**

FLSA: Exempt	EEO: 30
Title: Mktg and Communications Coordinator	PCLS: E0213

Date approved: 05/07/2018  
 Approved by: Jennifer Haggas

Last revised:  
 Revised by: