



Job Description

Position Title: Marketing and Client Services Administrator			
Emp Class: R1	Grade: I	Job Code: R2928	Date Posted: January 2012
Regular part-time non-exempt position, minimum 20 hours per week			

POSITION SUMMARY

Assists in the development of the Center for Professional Development's (CPD) marketing efforts, including maintaining the CPD website, managing social media, writing newsletters, e-newsletters, advertisements, direct mailings, and identifying sponsorship/advertising opportunities.

KEY RESPONSIBILITIES	% OF TIME
Assists the Senior Director in CPD's business development and marketing campaign, including but not limited to, the creation and implementation of print and electronic marketing plans, targeted mailings (hard copy and electronic), electronic surveys, development of organizational contacts, writing and publishing newsletters, advertising materials and press releases and providing informational presentations (online and in person) to organizations and groups. *	35%
Maintains CPD website, regularly updating the content while maintaining the accuracy and integrity the site. Manages social media for CPD including blog entries, Facebook updates, Linked-In posts, Constant Contact and other media as available and ensures University standards are adhered to and maintained.*	25%
Provides quality customer service to clients on the phone and in person, setting up appointments, sending confirmation packages and providing information. Routes callers to the appropriate parties. Monitors and responds to emails to the general CPD account. Interacts with staff, students, faculty, and the general public answering inquiries of a routine nature. If required, researches information regarding an inquiry prior to forwarding the inquiry to appropriate channels. *	20%
Schedules and coordinates meetings and conferences, including but not limited to, travel arrangements, room reservations, catering, equipment rentals, arranging agendas, invitations, parking and other related details. Performs set-up and break down of workshops as requested.	10%
Processes Continuing Education Units (CEU) requests including certificate creation and twice-yearly contact with State Department of Education. Takes minutes at staff meetings and quarterly advisory board meetings.	10%
Performs other related duties as assigned.	
* Indicates an "essential" job function.	

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WORKING CONDITIONS

Normal office situation.

PHYSICAL EFFORT

Typically sitting at a desk or table.

Moderate lifting or carrying 26-50 lbs.

KEY JOB REQUIREMENTS

<i>Formal Education:</i>	Associate's Degree or Two Year University equivalent required.
<i>Work Experience:</i>	2 years to < 3 years
<i>Impact of Actions:</i>	Makes recommendations or decisions which usually affect the entire department..
<i>Complexity:</i>	Varied: Work is complex and varied and requires the selection and application of technical and detailed guidelines. Problems are not easy to identify, but are similar to those seen before. Moderate analytic ability is needed to gather and interpret data where results/answers can be found after analysis of several facts. Solutions can often be found by using methods chosen before in other situations.
<i>Decision Making:</i>	Varied: Supervisor is available on an "as needed" basis to establish general objectives and to identify potential resources for assistance. Independent judgement is required to select and apply the most appropriate of available guidelines and procedures to achieve desired results.
<i>Internal Communication:</i>	Requires regular contact within the department and occasional contacts with other departments, supplying or gathering factual information.
<i>External Communication:</i>	Requires regular contacts with outside agencies and the general public, supplying or gathering factual information.
<i>Customer Relations:</i>	Contact with customers is over the telephone, in writing or in person for ongoing service, handling of routine transactions and providing detailed information about a selected service, product or capability.
<i>Managerial Skills:</i>	Has responsibility or authority which is limited to the direction of temporary workers or student workers.
<i>Knowledge & Skills:</i>	Formal Technical Skills: Requires extensive knowledge of a distinct trade or technical area. Knows policies and procedures, and can recommend a course of action based upon these guidelines, modifying existing methods, procedures or forms as necessary. May work with software applications.
<i>Special Skills:</i>	* <i>The ability to work effectively with diverse groups.</i>

This job description of the job is for identification and administrative purposes only. It is not intended to be a complete statement of all duties, which may be assigned by the supervisor according to varying needs.

Created: July 2011