Illinois is a world leader in research, teaching, and public engagement. We serve the state, the nation, and the world by creating knowledge, preparing students for lives of impact, and addressing critical societal needs through the transfer and application of knowledge. Illinois is the place where we embrace difference. We embrace it because we value it. Illinois is especially interested in candidates who can contribute, through their research, teaching, and/or service, to the diversity and excellence of the Illinois community.

**PRIMARY POSITION FUNCTION:**
The Marketing Coordinator (MC) provides strategic marketing plans, initiatives and direction for Illini Union-based clients.

**DUTIES AND RESPONSIBILITIES:**
- Develop relationships with clients to better understand their goals and objectives. Work with clients to develop strategies and plans. Communicate regularly with clients on creative briefs, timelines, progress, production, budget and billing updates.
- Develop strategic marketing initiatives and year-long plans for clients; using assessment, research, and evaluation of past and current projects and trends.
- Provide and develop communication services for clients; including but not limited to written materials, electronic communications, FAQ’s for topics of concern or interest, web content, news releases, and social media plans.
- Work with director and marketing team to link marketing strategies of the client (internal) to organizational strategic plan priorities.
- Prepare client billing through the marketing work order system each month for approval and submit to Illini Union business office for payment. Follow up with staff for any missing billing information to ensure timely payment.
- Schedule the Illini Union’s participation in variety of expos, resource fairs, conferences, etc. Create displays, collect inventory of informational materials, giveaways and schedule staff coverage for these events.
- Plan or assist clients with marketing-related events such as food vendor, service partner and internal department grand-openings and promotional programs including but not limited to; scheduling speakers, ordering promotional items and décor, arranging photography, and catering.
- Position directly supervises one (1) full time media communication specialist (Digital Content specialist).
- Position directly hires, supervises, and evaluates up to five (5) student employees (photographers and videographers), using learning outcomes designed by Student Affairs and the Illini Union.

**QUALIFICATIONS:**
**Required:**
Bachelor’s degree in marketing, mass communications, public relations, advertising, graphic design or related field. Three years of experience in a marketing related position plus two years of supervisory experience (student, part-time or full time). Master’s Degree in marketing, mass communications, public relations, advertising, graphic design or related field may be substituted for one (1 year) of work experience.

**Preferred:**
Master’s degree in marketing, mass communications, public relations, advertising, or related field.
Experience supervising students highly preferred. Understanding of vendor relations and production preferred. Higher education marketing experience preferred. Market research and analysis experience is strongly preferred.

**Successful candidates will have:**
Knowledge of marketing approaches, strategies and principles. Ability to research, plan, manage and analyze multiple projects from start to finish and deliver on deadline. Demonstrated strong written and oral communication skills. Demonstrated ability to work independently, with clients, and as part of a team. Experience in assessment development and execution. Must be organized, detail oriented and creative.

**Environmental Demands:**
Most work will be accomplished in a typical office work environment but will include visits to different departments and units on campus. Hours of work are necessary to accomplish the position’s assigned responsibilities. Must be able to work under pressure in stressful situations, and be able to work on numerous projects simultaneously. This position requires manual dexterity.
**SALARY AND APPOINTMENT INFORMATION:**
This is a full-time Civil Service Program Coordinator position appointed on a 12-month service basis. The expected start date is as soon as possible after March 7, 2019. Salary is commensurate with experience.

**TO APPLY:**
Applications must be received by **March 7, 2019**. Apply for this position using the “Apply for Position” button below. If you have not applied before, you must create your candidate profile at [http://jobs.illinois.edu](http://jobs.illinois.edu). If you already have a profile, you will be redirected to that existing profile via email notification. To complete the application process:

- **Step 1)** Submit the Staff Vacancy Application.
- **Step 2)** Submit the Voluntary Self-Identification of Disability forms.
- **Step 3)** Upload your cover letter, resume (months and years of employment must be included), academic credentials (unofficial transcripts or diploma may be acceptable), and names/contact information for three references.

In order to be considered as a transfer candidate, you must apply for this position using the “Apply for Position” button below. Applications not submitted through this website will not be considered. For further information about this specific position, contact Matthew Macaraeg at 217 300-7443. For questions about the application process, please contact 217-333-2137.

The University of Illinois conducts criminal background checks on all job candidates upon acceptance of a contingent offer.

The University of Illinois is an Equal Opportunity, Affirmative Action employer. Minorities, women, veterans and individuals with disabilities are encouraged to apply. For more information, visit [http://go.illinois.edu/EEO](http://go.illinois.edu/EEO). To learn more about the University’s commitment to diversity, please visit [http://www.inclusiveillinois.illinois.edu](http://www.inclusiveillinois.illinois.edu).

**College Name or Administrative Unit:** Illini Union

**Category:** Administrative

**Title:** Marketing Coordinator - Illini Union (109095)

**Open Date:** 02/07/2019

**Close Date:** 03/07/2019

**Organization Name:** Illini Union-Oper