**MARKETING COORDINATOR**  
*Office of Marketing & Communications*

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**Mission: Office of Marketing & Communications**

The marketing and communications opportunities and challenges at Occidental reflect the growth and complexity of the institution and the environment in which we operate. Our mission is to ensure that Occidental is effectively communicating our message to intended audiences. This includes external-facing communication to audiences such as prospective students, parents, institutions and media and internal audiences such as faculty, students, staff and alumni. Above all, we develop and implement effective communication strategies in order to support academic and administrative functions of the College and support the College’s mission and strategic plans.

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**Summary of Responsibilities**

Reporting to the Associate Vice President for Marketing and Communication, the Marketing Coordinator supports the Marketing & Communication team through work in a number of marketing functional areas. Primary focus areas include project intake and tracking, facilitating marketing support requests across the College, event planning support, basic design projects, and maintaining updates to our departments web pages. The Marketing Coordinator also will have administrative responsibility (approximately 10-20% of role) covering meeting calendaring, expense reports, paying invoices and other duties as assigned.

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**Essential Functions**

The following statements are intended to describe the general nature and level of work being performed by an individual assigned to this job. Other duties may be assigned.

- **Project Intake & Tracking** – The Marketing Coordinator will be the primary face and entry point for the rest of the College to request services from the Office of Marketing & Communications department. Requests may come online, over the phone, via email or in person. The Marketing Coordinator will work with AVP and/or others to prioritize requests and will be responsible for ensuring requests are submitted with required information. The Coordinator will also be responsible for inputting and tracking key projects.

- **Event planning support** – Marketing Coordinator will be responsible for working on various events across the College (admission, alumni, faculty, students). Support may range from front-end planning (securing venue, arranging catering/AV/rentals, promotion, registration, speaker/presentation coordination, budget and other logistics) to “day-of” support.

- **Maintain content calendar** – The Coordinator will be responsible for maintaining a master calendar for the Marketing & Communication team, summarizing key events, programs and projects the team is working on.
Graphic Design support – The Marketing Coordinator may be called upon to assist the Lead Designer for various projects such as business cards, invitations and flyers. Projects could either require custom work or working within previously approved brand guidelines and templates.

Administrative duties may include some or all of meeting set up, invoice payment, expense reports, presentation support and other duties as assigned.

### Required Skills & Experience

- Bachelor’s degree required.
- 3+ years of progressively responsible experience in marketing and communications; Higher education experience a plus
- Highly collaborative professional who is effective working with cross-functional groups.
- Proven track record in managing multiple timelines and delivering results in a complex organization. Excellent organizational and time-management skills required.
- A self-starter who prides her/himself on his/her ability to take the initiative and has an entrepreneurial spirit.
- Strong customer service orientation
- Diplomatic, sensitive to organizational dynamics and demands, creative, flexible, and persuasive.

### Marketing/Communication Functional Skills:

- Experience working with various forms of marketing collateral (web, social, video, printed, presentations).
- Proficiency in Adobe creative suite required
- Proficiency in MS Office suite required, including proficiency at Powerpoint presentations
- Experience in event planning a plus
- Experience working with project intake or project management platforms a plus
- Strong communication skills, writing and verbal

To apply, please submit a resume, cover letter, and salary history to: resumes@oxy.edu

### About Occidental College

Founded in 1887, Occidental is a nationally recognized, private college of the liberal arts and sciences, dedicated to providing a gifted and diverse group of students with a total educational experience of the highest quality -- one that prepares them for leadership in an increasingly complex, interdependent and pluralistic world.

What makes Occidental special? An intellectually rigorous academic environment. Small classroom settings where students collaborate with professors and their peers while pursuing or discovering their passion. A beautiful residential campus that offers students hands-on engagement with the cultural and intellectual resources of Los Angeles. A community open to stimulating conversation and divergent points of view. Some 2,100 students from 46 states and 28 countries choose from 41 majors and minors and participate in one the country’s top undergraduate research programs. Oxy students routinely win top awards and fellowships; its first Rhodes Scholar was named in 1907. Dedicated to excellence and equity, Occidental also is one of the country’s most economically diverse campuses, according to
the New York Times. Some 71 percent of Oxy students receive some form of financial aid; 20 percent are Pell Grant recipients; and 19 percent are the first in their family to attend college.