

## NOTICE OF VACANCY

### **Position Title:** Coordinator of Marketing Operations

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**SALARY:** \$50,000.00 - \$52,000.00 (Based on experience)

**REPORTS TO:** Vice President of Enrollment Management and Student Life

**BENEFITS:** Institutional fringe package includes health, dental, & vision coverage, life insurance, FSA, and retirement plans.

**POSITION DETAILS:** Full-time; Exempt

**HOURS:** Monday–Friday, 8:00 AM to 5:00 PM

**START DATE:** As soon as possible

**SUPERVISORY DUTIES:** N/A

#### **POSITION SUMMARY:**

The Coordinator of Marketing Operations is an inaugural role designed to serve as the architect of USAO's external communications future. This position provides the dedicated internal leadership necessary to design, implement, and sustain institutional systems that ensure long-term stability and consistent adoption across the team.

The Coordinator will lead a high-priority initiative to centralize and unify the University's brand by integrating Admissions marketing functions into the Communications & Marketing (MarComm) department. This role is responsible for aligning all campus divisions into a cohesive brand group, streamlining the University's digital footprint by reducing disparate social media accounts, and ensuring all messaging is focused on the central mission of the University.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- **Strategic Architecture:** Serve as the primary architect for the future of USAO's external communications, designing sustainable processes for a department in transition.
- **CRM Management (Slate):** Utilize the Slate CRM to oversee and execute sophisticated communication flows, ensuring seamless integration between marketing campaigns and recruitment efforts.
- **Departmental Integration:** Lead the operational shift of bringing Admissions-based marketing and communication functions into the central MarComm department.
- **Brand Centralization:** Align academic and administrative divisions into a single, cohesive brand group to increase institutional visibility and recruitment efforts.

- **Social Media Optimization:** Audit and reduce the total number of University-affiliated social media accounts to refocus digital efforts on the University's core mission and brand consistency.
- **Operational Leadership:** Maintain internal systems and processes to ensure long-term, consistent adoption of marketing strategies across the entire institution.
- **Team Stability:** Invest in team morale and provide attentive, stable leadership during periods of organizational change.
- **Budget & Production:** Oversee the department's operating budget and manage the performance of the USAO Printshop.

### **QUALIFICATIONS, EDUCATION & EXPERIENCE:**

- **Education:** Bachelor's degree required; master's degree in marketing or a related field is preferred.
- **Experience:** Minimum of five years of experience in media, public relations, or marketing.
- **Technical Expertise:** Demonstrated familiarity with the Slate CRM and its advanced communication functions.
- **Strategic Fluency:** Ability to bridge departmental gaps and navigate institutional culture without relational friction.
- **Communication Skills:** Must possess excellent public speaking, interpersonal communication, and public relations acumen.
- **Software Proficiency:** Knowledge of software for graphic design, video, multimedia, spreadsheet, and photography.
- **Integrity:** Must demonstrate high individual initiative and observe high standards of personal and professional integrity.

### **SKILLS AND ABILITIES**

- **Strategic Planning:** Ability to design and implement sustainable marketing and communication systems aligned with institutional goals.
- **Change Management:** Skill in leading cross-functional initiatives and guiding teams through organizational change.
- **Brand Management:** Ability to maintain consistent brand standards across departments and platforms.
- **Collaboration:** Strong ability to work across academic and administrative units to align messaging and priorities.
- **CRM & Digital Marketing:** Proficiency in managing CRM systems (e.g., Slate) and executing data-driven marketing strategies.
- **Project Management:** Ability to manage multiple projects, meet deadlines, and maintain operational efficiency.
- **Data Analysis:** Ability to use analytics and performance metrics to inform decision-making.

- **Budget Oversight:** Experience managing budgets and allocating resources effectively.
- **Communication Skills:** Excellent written, verbal, and presentation skills.
- **Technical Skills:** Working knowledge of design, video, and multimedia tools.
- **Problem Solving:** Ability to adapt, think critically, and develop effective solutions.
- **Leadership & Interpersonal Skills:** Ability to build relationships, maintain team morale, and navigate institutional culture.

#### **PHYSICAL DEMANDS:**

- Work is primarily performed in a standard office environment.
- Requires prolonged periods of sitting, working at a computer, and using a telephone.
- Must be able to stand, walk, and move about campus facilities.
- Frequent use of hands and fingers to operate a computer and other office equipment.
- May require occasional lifting or moving of materials up to 20 pounds (e.g., printed materials, marketing supplies).
- Ability to communicate effectively in person, by phone, and through digital platforms.
- Occasional evening or weekend work may be required to support events, marketing initiatives, or institutional priorities.

#### **WORK ENVIRONMENT:**

- Work is performed primarily in a professional office setting within a higher education environment.
- The role requires regular interaction with faculty, staff, students, and external partners.
- The position may involve occasional interruptions and shifting priorities in a fast-paced, deadline-driven environment.
- Frequent collaboration across multiple departments is required to support institutional marketing and communication efforts.
- The employee may be required to attend on-campus events, meetings, and activities, including occasional evening or weekend assignments.
- The noise level in the work environment is typically moderate.

#### **TO APPLY:**

**To be considered for this position, you must complete the official USAO application, available at <https://usao.edu/about/personnel.html>. If you have any questions, email [hr@usao.edu](mailto:hr@usao.edu)**

You may also apply in person by visiting:  
**University of Science & Arts of Oklahoma**  
**Troutt Hall, Room 306**  
**1727 W. Alabama Ave., Chickasha, OK 73018**

**ABOUT USAO:** The University of Science and Arts of Oklahoma (USAO) is a public liberal arts college located in Chickasha, Oklahoma, about 40 minutes from Oklahoma City, and is a member of the Council of Public Liberal Arts Colleges (COPLAC). It is charged by the Oklahoma State Regents for Higher Education “to provide an outstanding general education program for the State of Oklahoma with strong offerings in the liberal arts and sciences. The experience will feature interdisciplinary team-teaching and will extend throughout the undergraduate experience.” To support this charge USAO is directed “to assemble a faculty whose interests, knowledge, and experiences transcend their specialized fields of graduate study and who are dedicated to liberal arts education.” For more information about USAO, see [www.usao.edu](http://www.usao.edu).

**AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER**

This institution, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to, admissions, employment, financial aid, and educational services.

As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus Security Authority (Clery Act), you will be notified, trained, and provided resources for reporting.