

**WESTERN KENTUCKY UNIVERSITY  
DIVISION OF EXTENDED LEARNING AND OUTREACH**

**MARKETING SPECIALIST**

Western Kentucky University, Division of Extended Learning and Outreach, is seeking applicants for the position of **Marketing Specialist**. This position is responsible for supporting all of the marketing efforts within DELO and its multiple units. This position reports directly to the Marketing Manager.

**Primary Duties and Responsibilities**

**The following duties are customary for this position, but are not to be construed as all-inclusive. Duties may be added, deleted and assigned based on management discretion and institutional needs.**

- Manages marketing projects, to write copy, designs, proofreads, and handles production of marketing pieces to include print pieces and promotional items
- Acts as a liaison between the DELO Marketing Department and other departments within DELO and across WKU's campus
- Helps to develop and implement marketing plans and to provide analytical support to marketing functions
- Supervises the Marketing/Graphic Artist position and a student worker position
- Event planning and setup for DELO and all DELO units
- Works with vendors on quality and pricing of products and services
- Generates design concepts and ideas for marketing materials
- Makes updates to print pieces as needed
- Orders and manages accounts for promotional items
- Must stay current on rules and regulations of printing, logo usage, and mailing guidelines

**Required Qualifications:**

- Bachelor's Degree in Marketing or related field
- Experience in a professional team environment working with deadlines
- Knowledge of graphic design programs such as Adobe InDesign, Photoshop, Illustrator and Dreamweaver
- Must be familiar with Microsoft Office applications
- Ability to manage and prioritize time and projects effectively
- Must have strong interpersonal and communication skills
- Ability to multi-task and to prioritize time and projects
- Spend significant periods of time at a computer workstation
- Must be able to travel and work in standard office conditions

**Desired/Preferred Qualifications:**

- Previous marketing and supervisory experience

**Salary Grade: 108**

**Expected Salary Range: \$33,000 - \$37,000**, based on experience and qualifications

Applications for employment will be **accepted electronically only**. Interested candidates must submit a cover letter describing qualifications and experience, a current resume, and names, addresses, and daytime phone numbers of three professional references using the on-line application process. Please refer to the following website to apply: <http://asaweb.wku.edu/wkujobs> Reference requisition number **S2536**. For further assistance call (270) 745-5934. To ensure full consideration submit all application materials by **March 5, 2010**. Position will remain open until filled.

**All qualified individuals are encouraged to apply, including women, minorities, persons with disabilities and disabled veterans.**

**Western Kentucky University is an Affirmative Action/Equal Opportunity Employer.**