



**TEXAS WOMAN'S**  
UNIVERSITY™

**DATE ISSUED:** 03/16  
**FLSA:** Exempt  
**PTO:** VCS

## ***JOB DESCRIPTION***

### ***TITLE***

Manager, Project Integrated Marketing

### ***JOB SUMMARY***

The Manager, Project for Integrated Marketing manages projects, resources, objectives and timelines for university integrated marketing campaigns of local, state, and national scope. Assists with integrated marketing of university's mission and academic programs with strategic use of web, digital and print promotions. Work is performed under general supervision and performance evaluation is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### ***ORGANIZATIONAL RELATIONSHIPS***

*Reports to:* Director of Marketing & Creative Services

*Supervises:* No supervisory responsibilities

### ***ESSENTIAL DUTIES - May include, but not limited to the following:***

- Implements and manages project management software and procedures for university recruitment and branding projects of local, state and national scope.
- Develops and manages timeline of multiple, concurrent integrated marketing projects.
- Monitors project milestones and deadlines.
- Assists in the strategic planning of institutional brand and recruitment integrated marketing campaigns of local, state and national scope, including marketing channels, print and digital materials.
- Measures project performance using appropriate tools and techniques.
- Researches and analyzes project impact to determine and implement best practices.
- Negotiates contracts, scheduling deadlines and making marketing placements for print and digital materials.
- Manages internal resources, marketing budget and third parties/vendors for the execution on university recruitment and branding projects of local, state and national scope.

- Manages changes to the project scope, schedule and costs using appropriate verification methods.
- Defines strategic project objectives, target audiences, content, communication channels, schedules and costs.
- Researches communication channels and marketing opportunities to reach target audiences.

### ***ADDITIONAL DUTIES***

- Performs other duties as requested.

### ***EDUCATION***

Bachelor's degree in marketing, advertising, public relations or related field required.

### ***EXPERIENCE***

Five years' experience and demonstrated proficiency in a position requiring comparable skills and results.

### ***REQUIREMENT***

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

### ***KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:***

- Knowledge of integrated marketing strategy and tactics.
- Knowledge of higher education marketing and recruitment strategy.
- Knowledge of project management methods and procedures.
- Demonstrated ability to assist in planning and implement marketing initiatives.
- Ability to multi-task and meet deadlines.
- Ability to work effectively as a member of a creative team.
- Ability to take direction and work independently.
- Ability to meet performance goals.
- Ability to organize work effectively, prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.

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- Ability to effectively communicate orally, by phone, in person, in writing and online.
- Ability to use a personal computer and other office equipment, including university related software and email.

### **PHYSICAL DEMANDS**

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

### **WORK ENVIRONMENT**

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

### **SAFETY**

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Employee Printed Name:** \_\_\_\_\_

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***Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***