Marketing Positions

Western Michigan University

May 2015
Overview

The following matrix is the final draft of responsibilities inherent in various types of marketing and communication positions at Western Michigan University (WMU).

The matrices are designed to capture broad, well-defined roles which may be found across the campus, as opposed to more specific roles found only in one College or functional area. The roles are designed to capture work typically performed in today's University environment, an environment in which social media and technology are utilized to achieve marketing and communication objectives.

There are three levels of marketing roles: marketing specialist, senior marketing specialist, and marketing manager.
Marketing Roles

The following matrix captures a high-level overview of the key differences between three levels of marketing roles at WMU:

<table>
<thead>
<tr>
<th>Level</th>
<th>Overview</th>
<th>Guidance</th>
<th>Budgets</th>
<th>Technical</th>
</tr>
</thead>
</table>
| Marketing Manager   | • Responsible for marketing communication for a substantial area of the University  
• Develops broad marketing communication plans and strategies which include publications, promotional material, press releases, events, Web, and social media  
• Assesses effectiveness of communications by defining metrics and methodology for measuring results  
• Develops plans, establishes budgets, and oversees execution for medium to large, complex events  
• Contributes substantially to institutional marketing communication standards; maintains integrity of overall WMU brand and/or unit brand(s) | • Typically manages other staff and provides guidance to designers, writers, photographers, and other vendors  
• Functions as go to for other staff. Responds to inquiries from others inside and outside work area  
• May provide guidance and direction to student employees.  
• Typically possesses an undergraduate degree and 5 or more years of directly applicable experience | • Generally responsible for overall marketing communication budget, including events and advertising  
• Purchases advertising | • Functions as technical expert with respect to marketing communication trends and design and use of technology and social media  
• Oversees Web design and Web and social media content  
• Writes and develops communication content such as promotional material, ads, feature stories, Web content, social media, and press releases. Able to distill messages and objectives and adapts writing style to audience.  
• May fulfill editorial role |
<table>
<thead>
<tr>
<th>Level</th>
<th>Overview</th>
<th>Guidance</th>
<th>Budgets</th>
<th>Technical</th>
<th></th>
</tr>
</thead>
</table>
| Marketing Specialist Senior  | • Responsible for marketing communication for an area of the University  
• Develops and maintains marketing communication plans and/or calendars  
• Coordinates production of publications and/or promotional material including engagement of designers, writers, and photographers  
• Develops plans and oversees execution of small to medium size events of moderate complexity  
• May be responsible for department or College-specific marketing or communication-related initiatives or programs  
• Ensures compliance with WMU guidelines | • Senior professional working under general supervision  
• May respond to inquiries or provide guidance to lower level workers. May provide guidance to students.  
• Makes arrangements for and may provide guidance to designers, writers, and photographers  
• Typically possesses an undergraduate degree and 3 or more years of directly applicable experience | • May be responsible for marketing budget for area of responsibility; may be responsible for other related budgets  
• May approve advertising within budget parameters | • Explores concepts and ideas for promotional materials and designs marketing projects utilizing a variety of tools  
• Writes and proofs copy to include promotional material, press releases, Web and social media content.  
• Translates message points into clear communication and meets well-defined communication objectives |  |

Consulting | Broad Based Compensation  
Proprietary & Confidential | PH010/432-K3-84052 05/2015 | Aon Hewitt, the global talent, retirement and health solutions business of Aon plc (NYSE: AON). |
<table>
<thead>
<tr>
<th>Level</th>
<th>Overview</th>
<th>Guidance</th>
<th>Budgets</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Specialist</td>
<td>• Coordinates marketing communication activities</td>
<td>• Entry-level individual contributor position working under immediate to general supervision</td>
<td>• May approve advertising within budget parameters</td>
<td>• Develops or assists with development of promotional materials and designs for marketing projects utilizing a variety of tools</td>
</tr>
<tr>
<td></td>
<td>• Coordinates development of marketing and communication material and develops copy</td>
<td>• May provide guidance to students</td>
<td></td>
<td>• Writes and proofs promotional material, reports and publications, press releases, Web and social media content.</td>
</tr>
<tr>
<td></td>
<td>• Gathers information and data for various marketing and communication initiatives</td>
<td>• Typically possesses an undergraduate degree and one to two years of previous professional-level work experience</td>
<td></td>
<td>• Translates message points into clear communication and meets well-defined communication objectives</td>
</tr>
</tbody>
</table>