

Performance, Reward and Talent

Marketing Positions at WMU

Final Draft

Western Michigan University

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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 director.

Marketing Roles

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

Level	Overview	Guidance	Budgets	Technical
Director Marketing	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Generally responsible for overall marketing communication budget, including events and advertising Purchases advertising 	<ul style="list-style-type: none"> 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

Level	Overview	Guidance	Budgets	Technical
Marketing Specialist, Senior	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> May be responsible for marketing budget for area of responsibility; may be responsible for other related budgets May approve advertising within budget parameters 	<ul style="list-style-type: none"> 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

Level	Overview	Guidance	Budgets	Technical
Marketing Specialist	<ul style="list-style-type: none"> Coordinates marketing communication activities Coordinates development of marketing and communication material and develops copy Gathers information and data for various marketing and communication initiatives May coordinate and schedule appointments, meetings, and/or visits Assists with planning and execution of various events May be responsible for special projects or operational services 	<ul style="list-style-type: none"> Entry-level individual contributor position working under immediate to general supervision May provide guidance to students Typically possesses an undergraduate degree and one to two years of previous professional-level work experience 	<ul style="list-style-type: none"> May approve advertising within budget parameters 	<ul style="list-style-type: none"> Develops or assists with development of promotional materials and designs for marketing projects utilizing a variety of tools Writes and proofs promotional material, reports and publications, press releases, web and social media content. Translates message points into clear communication and meets well-defined communication objectives