

## Marketing Project Specialist (MC-MPS)

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**Summary:** The Marketing Project Specialist is responsible for effectively and efficiently managing creative project workflow from inception to completion. This position oversees and manages project plans and timelines to support multi-channel initiatives for print and digital, ensuring proactive communication, attention to deadlines, proofreading and consistency across all projects. *This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay for hours worked above 40 in a single work week.*

**Essential Duties and Responsibilities** include:

- Work with creative services team to assign and prioritize jobs; forecast, plan and assign internal and external resources for all potential and active projects
- Oversee full spectrum of the creative services project management cycle for integrated Admissions work, and serve as initial point of contact for singular creative services job starts:
  - Upon initiation, manage the timeline of all print and digital design requests
  - Gather assets and administer the department's electronic job-log system
  - Start design jobs using Basecamp project management software and assign key milestones
  - Establish production schedules; follow up to ensure jobs stay on track and within budget
  - Facilitate revision process; route copy, concepts and printer proofs for internal approval signatures and signoff
  - Work with vendors and campus clients on quotes and pricing; assist vendors with electronic billing system
  - Proofread, edit and fact check content to ensure adherence to institutional branding, university style and appropriate voice/tone
  - Deliver design jobs to printer, media or other recipient
- Lead bi-weekly creative services status meetings; proactively communicate project status and scheduling
- Work closely with executive director of marketing to manage and execute traditional and digital advertising tactics:
  - Develop project timelines and assign project starts to graphic designers and writers
  - Traffic ads to media broker and digital marketing agency
  - Manage agendas and meeting notes for weekly status calls with digital marketing agency
  - Request and supply Queens' quarterly analytics (web and admissions data) to digital marketing agency for inclusion in quarterly reports
  - Request POPs and analytics from media broker and manage the creation and distribution of monthly reports
- Supervise marketing intern, who supports with light account management and maintains the campus banner schedule
- Manage production for Queens magazine; oversee internal distribution to academic units and university departments
- Manage creation of campus banners and scheduling
- Track invoices for freelancers and advertising agencies; work with marketing intern to process

- Spearhead functionality and serve as campus liaison for Portfolio digital asset management system
- Train staff on project intake system, Basecamp and Portfolio when necessary
- Ensure all projects carry Queens' brand consistently

**Non-Essential Duties**

- Other duties and special projects may be assigned to meet department and/or university goals

**Experience, Knowledge and Skills Required:**

- Three to four years marketing or project management experience required; relevant experience in a project management role at an ad agency, marketing department or printing company preferred
- Ability to successfully prioritize numerous projects of various sizes simultaneously to achieve stated deadlines
- Confidence and comfort working with multiple departments, personalities and/or outside vendors or freelancers in order to complete projects on time and within scope
- Solid knowledge of the project management lifecycle, including experience leading all phases (initiation, planning, execution, closure, evaluation)
- Loves to meet challenging deadlines
- Adaptability and flexibility in dealing with changing work assignments
- Excellent interpersonal, communication (both oral and written) and customer service skills that translate to all levels of management
- Strong follow-up and follow-through skills with proven ability to deliver projects on time and within budget
- High level of initiative, resourcefulness and the ability to work independently
- Take personal ownership while going beyond assigned tasks to make a project better
- Strong knowledge and demonstrated experience using all Microsoft Office products
- Knowledge or ability to learn Basecamp project management software from 37-Signals (knowledge of comparable studio-management software helpful)
- Strong problem-solving skills and ability to consistently develop creative solutions
- Outgoing personality and the ability to build and maintain positive working relationships
- Proven ability to constructively challenge co-workers, clients and vendors to achieve stated objectives
- Experience working with vendors and clients to negotiate optimal pricing for the university
- Bachelor's degree (or equivalent combination of education and experience) in related field is preferable

## **Application Process**

Qualified candidates should submit the documentation listed below via email to [hr@queens.edu](mailto:hr@queens.edu) in (.doc) or (.pdf) format. Incomplete applications will not be considered. Queens will continue to accept applications until the position is filled. Include the following:

1. A cover letter addressing the position qualifications and experience
2. Current CV or résumé
3. Salary requirements
4. Contact information for three professional references.

Be sure to include “MC-MPS” and **YOUR NAME** in your email Subject Line.  
(Example: MC-MPS Shawn Mullin)

**Applications received by January 11, 2020** will receive first consideration. Queens will continue to accept applications until the position is filled.

## About Queens University of Charlotte

Located in the heart of the nation’s second fastest growing metropolitan area, Queens University of Charlotte leverages the city’s diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non- profit, and community organization sectors.

## Benefits

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

**Physical Requirements** (with or without reasonable accommodation)

- *Visual Abilities:* Read reports, create presentations and use a computer system – 75-100% of the time
- *Hearing:* Hear well enough to communicate with co-workers, vendors and students – 75-100% of the time.
- *Dexterity, Grasping, Feeling:* Write, type and use the telephone, copier, and computer systems – 75-100% of the time
- *Mobility:* Open files and operate office machines; move between departments and attend meetings across campus – 75-100% of the time
- *Talking:* Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly – 75-100% of the time
- *Lifting, Pulling, Pushing:* Exert up to 30 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects – 50-74% of the time.
- *Cognitive/Emotional:* Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time.

**Work Conditions**

- Work in office environment, involving contact with faculty, staff, students, service providers and vendors.
- Work has deadlines, multiple interruptions, high volume and may be stressful at times.
- Occasional night and/or weekend attendance are required to ensure successful execution of events.

**Disclaimer:** *This description is not intended to be an all-inclusive list of the duties and responsibilities of this positions, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended to describe the general nature of this position.*