



Job Title: Marketing Coordinator

CLASSIFICATION DESCRIPTION

Department: Marketing and Strategic Communications

Pay Grade: 108

FLSA Status: Exempt

Remote Work Eligible: No

JOB SUMMARY

This position supports and trains users of SPC's CRM (Customer Relationship Management), a set of integrated, data-driven software solutions for managing, tracking and storing information. Duties include: monitoring, analyzing, and maintaining CRM data; maintaining the CRM program functionalities; and coordinating CRM end-user training and support, data maintenance, and reporting.

DISTINGUISHING CHARACTERISTICS

N/A.

ESSENTIAL JOB FUNCTIONS

- Develops and maintains training materials and videos for CRM end users.
- Trains CRM end users.
- Responds to user questions and requests for support.
- Analyzes, compiles, and provides data to SPC stakeholders in the form of regular reports or custom CRM dashboards.
- Develops, documents, and performs CRM maintenance protocol.
- Troubleshoots data and functionality issues.
- Performs end-user testing.
- Activates and deactivates SPC users; sets-up user views.
- Performs regular CRM maintenance such as purging assets and modifying workflow.
- Coordinates and performs data maintenance; monitors for irregularities; and plans/implements actions for remediation.
- Runs SQL queries on enrollment and uploaded lists to HubSpot for targeting enrollment marketing.
- May assign and monitor the work of others.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Prepared: February 2023

Bachelor's degree; two (2) years of related work experience; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Marketing principles and practices;
- CRM (Customer Relationship Management) software applications;
- SQL queries;
- Project management principles;
- Data base management;
- Training principles and methods;
- Proper use of the English language;
- Recordkeeping principles; and
- Computers and other related software applications.

Skills in:

- Organizing;
- Analyzing;
- Maintaining records;
- Using a computer and related software applications;
- Troubleshooting data and functionality issues; and
- Communicating, both verbally and in writing.

Ability to:

- Prioritize and assign work;
- Monitor and evaluate employees;
- Perform end-user testing;
- Provide direction;
- Monitor irregularities; and
- Manage multiple simultaneous projects.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

N/A.

PHYSICAL DEMANDS

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	X
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	X

Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.		Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.		Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.		Visual Acuity 2 – color, depth perception, field of vision.	
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	

TYPE OF WORK

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work*: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work*: Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

WORK ENVIRONMENT

May be required to work hours other than the regular schedule including nights and weekends.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.

St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.