



# MARKETING SUPERVISOR

## POSITION DESCRIPTION

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Under the direction of Marketing Manager, the Marketing Supervisor develops the staff through training and supervision of effective and creative, integrated marketing communication development and distribution.

## HUMAN RESOURCES DETAILS

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**Shifts:** 8-12 hours/week • Mornings, evenings, and weekends available

**Starting Wage:** \$8.05/hour

**Reports To:** Marketing Manager

## ESSENTIAL FUNCTIONS

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The Marketing Supervisor reports to the Marketing Manager. Duties include interviewing, hiring, training, scheduling, and supervising the marketing staff of graphic designers and web masters; identifying and managing marketing projects; leading and actively participating in regular meetings and brainstorming sessions to create various integrated marketing communication campaigns. The position entails working closely with staff members within and outside of the department coordinating and organizing campaign development, execution, and completion of marketing projects. The Marketing Supervisor is responsible for proofing and approving other designers' work and confirming the correct information is being communicated with each design that comes out of the Norris marketing office.

The Marketing Supervisor must attend monthly Norris marketing meetings with other full-time and student supervisors from various Norris departments, regularly scheduled department meetings, and other necessary training programs throughout the school year. The position requires the attendance at the annual JumpSTART Supervisor training held off-site before each school year.

## MINIMUM SKILLS AND QUALIFICATIONS




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- Current Northwestern University student
- Fine attention to detail, professionalism, dependability, and communication skills
- Exceptional decision making skills
- Experience with Adobe Creative Suite (CS4 preferred)
- Knowledge of marketing concepts
- Experience with Web Design/HTML/DreamWeaver preferred
- Experience with Adobe Flash a plus
- Experience as a Norris Graphic Artist recommended

## OUTCOME EXPECTATIONS AND RESPONSIBILITIES





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### CUSTOMER SERVICE




-  **Customer Interaction** – articulates clearly and listens to customers, maintains good eye contact and focuses on individual customer, and puts the customer first
  - Greets requesters and other visitors to the marketing office
  - Hands physical proofs or e-mails electronic proofs to requesters in a timely manner and responds to all inquires in a timely manner
-  **Presentation** – positive image and reflection of self and the Norris Center
  - Maintains a positive attitude and dress appropriately
-  **Customer Satisfaction** – follows through with customers in order to meet their expectations for service, and is persistent and creative in meeting customer needs
  - Shows proofs to requester of marketing requests during development of campaigns
  - Saves finished files in correct formats, converts as necessary, and makes copies of finished posters and flyers

- Works collaboratively with customers to create effective designs specific to each requester's needs






## RESPONSIBILITY

-  **Attendance** – arrives on time for shifts, works during scheduled hours and makes arrangements for replacements as needed
  - Clocks in before arriving in office, clocks out when leaving
  - Clocks out if break in the middle of the shift is necessary
  - Makes up time if shift is missed within one week
-  **Accuracy** – is precise and works within allotted time frames, acknowledges when mistakes or missed deadlines occur and notifies supervisor appropriately
  - Proofs others' and own work for correct dates, times, spelling, and contact information
-  **Accountability** – makes appropriate decisions regarding behavior, recognizes and accepts consequences of actions, and acts in a dependable manner
  - Completes marketing requests by given due date and communicates with manager and requestor if deadline cannot be met
  - Oversees Graphic Artists' deadlines
-  **Job Knowledge** – knows job description and understands what the job entails, knows relevant information and policies, and seeks clarification when needed
  - Knowledgeable in the skills necessary to design with Adobe Creative Suite software
  - Continuously learns additional skills and graphic design tricks from co-workers, online training, and other resources
  - Seeks to become more familiar with student center services


## TEAMWORK

-  **Communication** – communicates information to team members, customers, and team leadership, and displays ability to adjust communication style appropriately
  - Shares ideas and provides feedback with co-workers
  - Communicates progress of projects with supervisor before, during, and after shifts
  - Leads discussions and provides feedback to Graphic Artists and Webmaster
-  **Group Participation** – attends team meetings and contributes to dialog, and supports others and appropriately adapts behavior in response to team needs
  - Leads and participates in brainstorming sessions and group meetings
-  **Values Difference** – relates well with team members from diverse backgrounds, interests, and values, and understands, recognizes and behaves appropriately when cultural differences exist
  - Sensitive to diverse and varying needs of all clients, staff, and students

## LEADERSHIP

-  **Risk Taking** – demonstrates willingness to think creatively in order to improve quality, and takes risks and encourages evaluation of processes
  - Determine creative, new means to reach target audiences
  - Take designs to new level artistically while maintaining effectiveness
-  **Goal Orientation** – demonstrates effective planning and visioning of the future, and pushes self and others, when necessary, to accomplish goals
  - Learns aspects of new versions of software, operating systems, and hardware
-  **Collaboration** – fosters collaboration in their team and in the organization, and empowers others to act and strengthens their ability to do so
  - Makes effort to work with others within the department to create marketing and design solutions
  - Offers constructive criticism when appropriate to Graphic Artist and Webmaster
  - Posts designs so all in department may comment and give feedback
-  **Clarification of Values** - can articulate personal and professional values and belief system, and sets the example for team and peers, acts as a role model
  - Epitomizes the model behavior of a student staff member
  - Conveys an admirable work and personal ethic to professional staff and peers
-  **Empowerment** – recognizes individual and group contributions, and celebrates accomplishments and encourages others to act and make decisions
  - Acknowledges the success of others and is supportive of others' personal accomplishments

## AUTONOMY

-  **Enforcement of Policies** – uses and upholds rules and guidelines of job, and makes appropriate exceptions when the situation calls for it
  - Includes necessary information and graphics when designing
  - Respectful of others when working
  - Keeps the office clean and professional

- 💡 **Initiative** – demonstrates ability to initiate action and contribute ideas to improve area, and works well with minimal supervision
  - Stays on task and completes all requirements of the position without constant advisement and direction
- 💡 **Decision Making** – displays ability to make good choices, and understand how to use his or her talents and skills to best accomplish tasks
  - Makes design decisions based on guidelines and principles of good design
- 💡 **Problem Solving** – deals with unforeseen situations professionally, and is adaptable, flexible, and able to work under conditions of ambiguity
  - Willingness to work solving problems if supervisor or original designer not present
  - Develops creative solutions as necessary

## MANAGEMENT

- 💡 **Self-Confidence** – maintains and projects an optimistic perspective, and accurately assesses and articulates personal strengths and weaknesses
  - Comes to work prepared and dedicated to the position and the tasks of the day
  - Openly discusses personal abilities and challenges with Marketing Manager through regular communication and discussion
- 💡 **Personal Management** – manages energy and circumstances to meet deadlines and accomplish specific tasks and outcomes, and manages time effectively
  - Balances life, school, and work commitments well do perform optimally as a Norris Supervisor
  - Attends monthly Norris Marketing meetings
- 💡 **Personnel Management** – clearly communicates individual and group performance expectations, and uses instructive feedback and evaluation in a positive manner.
  - Interviews, hires, and trains Graphic Artists and Webmaster
  - Models excellent behavior and sets equal expectations of Graphic Artists and Webmaster
- 💡 **Reporting** – develops clear and concise reports on status of operation using appropriate language and data and is prompt in submitting reports
  - Conducts reviews of marketing employees
  - Regularly monitors marketing request form to assign and update requests

## ADDITIONAL POSITION-SPECIFIC OUTCOME EXPECTATIONS

- 💡 **Other Marketing Duties**
  - Updates posters around Norris Center
  - Labels brochures for direct mail
  - Updates TV ads for Norris TV system
  - Hands out flyers to students in Norris or around campus
  - Updates information on Norris Web site
  - Drops off brochures on and off campus
  - Other marketing duties as assigned