



SALT LAKE • TOOELE  
APPLIED  
TECHNOLOGY  
COLLEGE

A UTAH COLLEGE OF APPLIED TECHNOLOGY CAMPUS

## Employment Opportunity

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<b>Job Title:</b>	Marketing Specialist
<b>Job Number:</b>	
<b>Classification:</b>	
<b>Grade:</b>	
<b>Primary Customer:</b>	Potential SLTATC students; private and public sponsoring agencies (DWS, DRS, etc.); high school counselors; SLTATC faculty and staff; SLTATC community-at-large
<b>Supervision Exercised:</b>	None
<b>Reports to:</b>	Director of Marketing and Public Relations
<b>Job Focus:</b>	Responsible for assisting in developing and implementing the College's marketing plan. The Marketing Specialist will lead out in developing ongoing relationships with referring organizations and in making presentations to individuals, groups, and other entities interested in learning about the College. Other duties may include updating and developing print material, updating and developing electronic material including the College website, and assisting with targeting marketing efforts toward businesses.

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### Qualifications

#### Minimum Qualifications:

1. Bachelor's degree in marketing, advertising, public relations, or related field plus two years of industry experience, or six years of industry experience (four years of industry experience substituted for education)
2. Demonstrated experience with public speaking and public presentations before large and small groups
3. Demonstrated ability to understand and respond to the dynamics of a complex, multi-faceted environment
4. Demonstrated professionalism in dealing with diverse stake holders

#### Preferred Qualifications:

1. Experience with Adobe applications and Macromedia Dreamweaver
2. Bilingual abilities (English/Spanish)
3. Experience in applied technology education

### Responsibilities and Assignments

1. Become contributing member of the Marketing Department at the SLTATC
2. Develop and implement a process for regular contact and interaction with counselors and representatives of local organizations and with high school faculty, staff, and counselors who potentially refer students to the College
3. Identify community events and activities which will provide strong positive exposure for the College and then develop, implement, and revise plans for College participation in those events
4. Represent the SLTATC at events and activities
5. Make presentations to individuals, groups, and organizations about the College
6. Assist with the development of all marketing related material including catalogs, flyers, College website, and other items as needed
7. Other duties as assigned