Program Coordinator I - Marketing

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Job Category

URA-AFT Administrative

Overview

The School of Environmental and Biological Sciences, located on the George H. Cook Campus, is one of the largest schools of Rutgers University in New Brunswick, New Jersey. We pursue excellence in research, teaching, and outreach in areas of study that address the biological spectrum from molecules to ecosystems. Our emphasis is on both the fundamental sciences and the social and human dimensions. We offer 21 undergraduate majors, including plant and animal sciences, microbiology, biotechnology, agriculture and food systems, landscape architecture, food and nutritional sciences, ecology and evolution, marine science and oceanography, environmental sciences and meteorology, human ecology, entomology, and environmental economics.

The **Office of Continuing Professional Education (OCPE)** offers practical, high-value outreach and public service programs that enrich our adult learners with new skills, new careers and new opportunities. We actively seek to define educational and outreach needs among municipal, county and state departments, private industry and local, regional, and nationwide organizations. By providing a diverse range of educational programs, we serve the people of New Jersey, their jobs, and the urban, suburban and rural communities in which they live.

Posting Summary

Rutgers, The State University of New Jersey is seeking a Program Coordinator I - Marketing for the Office of Continuing Professional Education. This position is responsible for the creative development and management of OCPE's marketing presence for a wide range of audiences. Our audiences include customers within the state, nationally and internationally. Work is directed by the Assistant Director at the Office of Continuing Professional Education (OCPE) at NJAES-Cooperative Extension. Among the key duties of the position are the following:

- Coordinates, plans, schedules, writes, designs, and edits marketing campaigns and advertisements to increase attendance and revenue of OCPE's vast portfolio of programs.

- Cultivates current customer prospects and develops new prospects across multiple platforms.
- Provides timely and helpful responses to customer inquiries regarding courses and programs.
- Maintains working knowledge of OCPE's programs and audiences to understand how they intersect with each other as well as a broad understanding of the mission, vision, role and goals of OCPE, the New Jersey Agricultural Experiment Station, Cooperative Extension and the university.
- Performs professional work that requires knowledge of marketing principles and practices, and a good understanding, use, and application of related concepts, theories, principles, practices and terminology of the organization.
- Completes work under general supervision, within established work parameters, with few direct instructions.

FLSA: Nonexempt

Grade: 04

Salary Details

$60,000 - 62,500

Minimum Salary

59893.480

Mid Range Salary

73909.480

Maximum Salary

87925.480

Offer Information

The final salary offer may be determined by several factors, including, but not limited to, the candidate's qualifications, experience, and expertise, and availability of department or grant funds to support the position. We also take into consideration market benchmarks, if and when appropriate, and internal equity to ensure fair compensation relative to the university's broader compensation structure. We are committed to offering competitive and flexible compensation packages to attract and retain top talent.

Benefits

Rutgers provides a comprehensive benefits package to eligible employees. The specific benefits vary based on the position and may include:

- Medical, prescription drug, and dental coverage
- Paid vacation, holidays, and various leave programs
- Competitive retirement benefits, including defined contribution plans and voluntary tax-deferred savings options
- Employee and dependent educational benefits (when applicable)
- Life insurance coverage
- Employee discount programs

Position Status: Full Time

Standard Hours: 37.50

Work Arrangement

Consistent with the current application of Rutgers Policy 60.3.22 or the applicable provisions of relevant collective negotiations agreements, this position may be eligible for a hybrid work arrangement. Flexible work arrangements are not permanent, are subject to change or discontinuation, and contingent on the employee receiving approval in the FlexWork@RU Application System.

Union Description: URA-AFT Administrative

Payroll Designation: PeopleSoft

Terms of Appointment: Staff - 12 month

Position Pension Eligibility: ABP

Minimum Education and Experience

> Bachelor's degree in marketing, public relations, communication, journalism, English, or a related field or an equivalent combination of education and/or experience and two years of experience that demonstrates skill, knowledge, and understanding of marketing, public relations, or promotional advertising.

Certifications/Licenses

- A valid driver's license would be required for this position.
- Successful completion of the university's defensive driving course (within six months of hire).

Required Knowledge, Skills, and Abilities

- Proficiency in customer relationship management software, email marketing software, digital marketing best practices, photo editing software (Adobe Photoshop preferred), digital marketing design tools (e.g. Adobe InDesign or Canva), SEO techniques, social media marketing, paid advertising platforms (e.g., Google Ads, Facebook ads, and others) and Microsoft Office Suite.
- Strong interpersonal, communication, and organizational skills.
- Ability to work with a diverse group with tact and diplomacy.
- Must be a self-starter who looks forward to meeting our customers in person and on the phone and can see the overall objective, takes initiative, and demonstrates competency in variety of tasks from conducting interviews for promotional purposes to creating ad campaigns to prospect development and closure.
- Excellent planning skills to manage a steady, busy workflow but also be adaptable and flexible to accommodate changes and time-sensitive requests.
- Ability to apply relevant past professional experience while being motivated and excited to learn new skills and strategies to effectively support the marketing unit and OCPE.

Preferred Qualifications

- Four years of relevant experience in a marketing/sales role and demonstrated competence and computer literacy in industry standard software.
- Demonstrated project management, critical thinking, and creative problem-solving skills.
- Effective customer service and collaborative skills.
- Ability to quickly understand organizational needs and priorities.
- Familiarity with basic HTML coding.
- Familiarity with OCPE program areas (including environmental management, turfgrass management, landscaping, radon, and public health) will allow this position to better understand customer needs and develop effective marketing campaigns.

Equipment Utilized

- Microsoft Products (Outlook, Word, Excel, Powerpoint, Access, OneDrive, SharePoint, Teams).
- Email marketing software (Constant Contact currently used).
- Internet browsers.
- Salesforce CRM (Customer Relationship Management).
- Ancor Registration system.
- Adobe Creative Suite (Photoshop, InDesign).
- Canva.
- AI tools (e.g., ChatGPT, ClaudeAI, Gemini, or others useful for marketing purposes).
- Animoto or similar video creation tool.
- YouTube Studio.
- Online fax broadcast tool (Westfax currently used).

Physical Demands and Work Environment

- No specific dress code is defined, but this position is expected to dress professionally for meetings and conferences.
- Ability to lift up to 25 lbs.
- Ability to work in a fast-paced, sometimes loud office environment with strong customer service skills, anticipating needs while dealing with concurrent deadlines, interruptions and sudden changes in priorities.
- Work can be done sitting or standing (standing desk provided).
- When working at or attending OCPE courses and events, this position occasionally requires travel to on-campus, off-campus and out-of-state facilities and working outside of standard work hours, including overnight travel (1-2 times per year).

Special Conditions

Clean Driving Record.

Posting Open Date: 01/09/2026

Regional Campus: Rutgers University-New Brunswick

Home Location Campus: Cook (RU-New Brunswick)

City

New Brunswick

State

NJ