

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Marketing Operations Coordinator **Department:** Marketing and Communications

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose: The Marketing Operations Coordinator supports the Marketing and Communications office through project coordination, workflow management, content development and office support. This position serves as the central coordinator for marketing projects by managing project intake, timelines, workflows and reporting while also contributing written content, proofreading, website updates and internal communications. Reporting to the Director of Creative Operations, the Marketing Operations Coordinator provides operational and communications support across the Marketing and Communications department, collaborating with department leadership on strategic initiatives, content development, website content management and other shared departmental priorities. The coordinator serves as a liaison between campus partners and the MarCom team to help ensure projects are completed efficiently, on schedule and in alignment with university priorities.

Essential Functions:

- Serve as the primary point of contact for marketing project requests by guiding campus partners through the project intake process, clarifying objectives, gathering required materials and helping establish realistic timelines and expectations.
- Create and maintain project plans, tasks, timelines, and resource assignments in the Wrike project management system.
- Track project progress and deadlines, providing regular updates and reminders to assigned staff and facilitating project updates with internal stakeholders.
- Build and deliver weekly project status reports for the AVP and team meetings.
- Assist in documenting and improving departmental workflows and project processes.
- Coordinate editorial, campaign and production calendars to ensure timely execution of marketing initiatives.
- Update website content through the university content management system, including employee directory information, event listings and routine content revisions.
- Draft and edit content for internal communications, including campus-wide messages, employee updates, and announcements.

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- Review and proof marketing, web, email, advertising and print materials for accuracy, grammar, consistency, accessibility and adherence to university brand standards.
- Edit written content to ensure consistent voice and tone.
- Assist in final reviews of digital, print, and email materials before distribution or publication.
- Assist with gathering project materials and coordinating communication with external vendors, freelancers and campus partners as assigned.
- Create basic graphics, presentations, email layouts and other marketing assets using approved university templates.
- Assist with compiling website, social media and marketing performance metrics for reports and presentations.
- Support the MarCom team with scheduling, meeting coordination, and internal communication logistics.
- Maintain organized digital records of project files, marketing materials, assets and campaign documentation.
- Help prepare agendas, reports, and visual presentations.

Other Duties:

- Assist with major university events and special projects.
- Serve on university committees as assigned.
- Perform other duties as assigned.

Required Qualifications:

- Ability to manage multiple projects and priorities with competing deadlines in a collaborative, fast-paced environment.
- Demonstrated ability to quickly learn and effectively use new technology platforms, including project management software, website content management systems, collaboration tools and emerging AI applications that improve productivity and communication.
- Understanding of and ability to implement project tasks and timelines within a project management system.
- Exceptional organizational skills and strong follow through.
- Familiarity with AI-assisted writing, research or productivity tools while maintaining appropriate editorial judgment and university standards.
- Ability to anticipate needs.
- Demonstrated ability to provide exceptional customer service while balancing multiple priorities and deadlines.

Education:

Required: Bachelor's degree in Marketing, Communications, Business, or a related field.

Experience:

- **Required:**
 - 1–3 years of experience in project coordination, marketing campaigns, or strategic communications.
 - Excellent writing, editing, and proofreading skills with strong attention to detail.

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- Exceptional communication skills.
- **Preferred:**
 - Experience in a higher education or nonprofit setting
 - Working knowledge of brand management and editorial style guidelines (AP Style)
 - Familiarity with website content management systems
 - Experience with basic design and layout tools

Equipment:

- Adobe Creative Cloud
- Project management software (Wrike)
- Website content management system (Cascade)
- Microsoft 365
- AI productivity tools

Physical Requirements:

- Ability to sit or stand for extended periods.
- Occasional lifting up to 25 pounds.
- Occasional evening or weekend work for university events.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for “Administrative Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee’s base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by Guide Stone. There are numerous other perks and opportunities for OBU employees including FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.