

Marketing & Budget Specialist Austin Community College

Direct Link: <https://www.AcademicKeys.com/r?job=254951>

Downloaded On: Apr. 2, 2025 2:23am

Posted Mar. 27, 2025, set to expire Nov. 29, 2025

Job Title	Marketing & Budget Specialist
Department	
Institution	Austin Community College Austin, Texas
Date Posted	Mar. 27, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations Fiscal Services Finance/Investment Management Graphic Design/Marketing
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Job Description	

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Marketing & Budget Specialist

Austin Community College

Job Posting Closing Times: Job postings are removed from advertising at **12:00 A.M.** on the closing date e.g., at midnight on the day before the closing date.

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[If you are a current Austin Community College employee, please click this link to apply through your Workday account.](#)

Austin Community College is a public two-year institution that serves a multicultural population of approximately 41,000 credit students each Fall and Spring semester. We embrace our identity as a community college, as reflected in our mission statement. We promote student success and community development by providing affordable access, through traditional and distance learning modes, to higher education and workforce training, including appropriate applied baccalaureate degrees, in our service area.

As a community college committed to our mission, we seek to recruit and retain a workforce that:

- Values intellectual curiosity and innovative teaching
- Is attracted by the college's mission to promote equitable access to educational opportunities
- Cares about student success and collaborates on strategies to facilitate success for populations including; first generation college students, low-income students, and students from underserved communities.
- Focused on student academic achievement and postgraduate outcomes
- Welcomes difference and models respectful interaction with others
- Engages with the community both within and outside of ACC

Job Posting Title:

Marketing & Budget Specialist

Job Description Summary:

The Marketing & Budget Specialist is responsible for supporting and coordinating multi channel marketing strategies while managing the budgeting process for marketing and advertising activities. This role ensures that the marketing efforts align with the institution's mission and goals, while adhering to financial guidelines and budget constraints.

Job Description:

Description of Duties and Tasks

- Supports the day-to-day marketing workflow in support of the planning, production, implementation, flighting, monitoring, and reporting on ACC numerous multichannel campaigns.
- Coordinates the College's advertising budget planning and payments under the direction of the

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Vice Chancellor of College Relations & Marketing and the Director of College Marketing to ensure advertising plans are executed on time and within budget.

- Coordinates and monitors advertising placements on various media channels including radio, TV, digital, print, direct mail, and out-of-home. Includes securing bids, negotiating prices, confirming delivery, and negotiating credit or billing adjustments.
- Provides ongoing assistance with email marketing and email list management, including adding, checking, and updating contact information on a regular basis.
- Gathers and reviews invoices and works with ACC's Business Office to ensure accurate and timely payment to vendors.
- Manages the creation, processing, and tracking of purchase orders, contracts, and requisitions to ensure timely and efficient procurement and vendor relations.
- Manages and reconciles purchasing card transactions, ensuring compliance with budgetary guidelines and organizational purchasing policies.
- Provides support for the Office of College Relations & Marketing Executive Assistant as needed.
- Helps maintain a marketing content calendar to ensure timely message placement and to increase marketing reach through earned and owned marketing channels.
- Maintains media kits, rates and design specs, vendor contact database, and other information needed for campaign planning.
- Prepare cost estimates for marketing campaigns and activities as well as monitors media purchases in progress by spot-checking placement and negotiating credit or billing adjustments when necessary.
- Assists with media authorizations, production schedules, updates media flowcharts and spreadsheets, and delivers creative assets.
- Assist in the preparation and management of the marketing budget, ensuring that expenditures stay within allocated limits.
- Track and analyze spending, providing regular reports on budget performance and forecasting future expenses

Knowledge

- Proficient in accounting, basic business, and bookkeeping principles.
- Budget preparation, bid and purchasing procedures, and expense control.
- Methods of documenting and tracking expenditures and reconciliations.
- Understanding of advertising and marketing operations.
- Office procedures and practices.
- Customer service techniques.

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Skills

- Possessing strong interpersonal and communication skills, including tact and diplomacy.
- Maintaining an established work schedule.
- Effectively using exceptional organizational skills with exacting attention to detail and consistent follow-through.
- Maintaining confidentiality of work-related information and materials.
- Prioritizing multiple tasks, projects, demands, and deadlines.
- Strong mathematical skills.

Technology Skills

- Use a variety of spreadsheet, word processing, database, and presentation software.

Required Work Experience

- Two years related work experience.

Required Education

- Associate degree.
- High school diploma or equivalent and two years of related work experience may substitute for this education requirement. Applicants who substitute work experience to meet the education requirement must use additional related work experience to meet the years of "Required Work Experience" for this position.

Preferred Education

- Bachelor's degree in Marketing, Business, Finance, Communications, or related field.

Physical Requirements

- Work is performed in a standard office or similar environment.

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- Subject to standing, walking, sitting, bending, reaching, pushing, and pulling.
- Occasional lifting of objects up to 10 pounds.

Safety

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.

Salary Range

\$47,840 - \$59,000

Number of Openings:

1

Job Posting Close Date:

April 8, 2025

Clery Act

As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus Security Authority (Clery Act), you will be notified, trained, and provided resources for reporting.

Disclaimer

The above description is an overview of the job. It is not intended to be an all-inclusive list of duties and responsibilities of the job, nor is it an all-inclusive list of the skills and abilities required to do the job. Duties and responsibilities may change with business needs. ACC reserves the right to add, change, amend, or delete portions of this job description at any time, with or without notice. Employees may be required to perform other duties as requested, directed, or assigned. In addition, reasonable accommodations may be made by ACC at its discretion to enable individuals with disabilities to perform essential functions of the job.



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To apply, please visit: https://austincc.wd1.myworkdayjobs.com/en-US/External/job/Highland-Campus/Marketing---Budget-Specialist_R-7448

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

Austin Community College

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