



Business Operations – Marketing Coordinator Competencies

Required Competencies
Professional Communication <i>Communicates clearly, concisely, and appropriately given the audience and the task.</i>
Integrated Marketing Fundamentals <i>Applies core integrated marketing principles to perform essential job functions.</i>
Project Management <i>Consistently executes project deliverables on a timeline.</i>
Marketing Technology <i>Uses marketing technologies to accomplish project goals.</i>
Marketing Research and Analytics <i>Uses data to perform job functions more strategically, including planning, reporting, and targeting.</i>
External Partner Research and Management <i>Appropriately interacts to external partners to meet project needs.</i>