

## Business Operations – Marketing Coordinator Competencies

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