University of Wisconsin-Superior
Position Description
Associate Marketing Specialist

Hayes Hill Title/Level: Associate Marketing Specialist, 75% twelve-month appointment
Position reports to: Director of Marketing and Communications

Position Summary:
This position serves as a member of the University Relations team and works to help implement the institutional communication and marketing plan by participating in developing, coordinating, executing and implementing marketing campaign development initiatives. The Associate Marketing Specialist will work to enhance UW-Superior’s mission, visibility, images and awareness to internal and external audiences by developing marketing communications materials and campaigns and assist in the planning and implementation of projects that support the marketing function.

Duties and responsibilities:

1. Produce and assist in preparation of press releases and online news in relation to faculty and student successes
2. Work as an account liaison with appropriate staff to assist in development and implementation of departmental marketing/communication plans, as assigned
3. Develop process for publicizing arts related events through Portal Wisconsin
4. Maintain the official UW-Superior social media sites, while working to engage the audience and keep up to date on trends
5. Assist in production and maintenance of regular campus communication mediums (website, e-news)
6. Assist with marketing campaign tracking and other office administrative tasks as assigned
7. Manage and record weekly campus promotional segments on KUWS
8. Produce written documents to include reports, proposals, press releases and campus news
9. Assist in promoting and tracking student and staff activities in support of the Liberal Arts initiatives
10. Serve as a resource for various campus units and assist them in communication needs
11. Assist in updating, maintaining and producing website content
12. Develop relationships with internal and external constituents and work to maintain valuable partnerships
13. Attend, participate and report on various campus events when appropriate
14. Work with student employees to help create a rewarding learning experience and manage student work as assigned
15. Participate in department staff meetings and other committee and staff meetings as appropriate
16. Complete other job related duties as assigned

Knowledge, skills and abilities:

- Knowledge of marketing theory and concepts, principles and practices.
- Knowledge of website content management
- Skill with technologies and software for the office environment
- Skill in analytical, critical thinking, project management, problem recognition and resolution skills
- Skill in effective leadership and team work
- Ability to work with multiple stakeholders to create and implement a variety of marketing communication messages and strategies.
- Ability to communicate effectively, both verbally and in writing.
- Ability to manage and coordinate multiple projects, and prioritize effectively to meet specific deadlines or goals.
- Ability to exhibit creativity, self-direction and the capacity for independent work, multi-tasking and organization skills
- Ability to commit to the highest ethical standards
- Ability to participate in evening and weekend events as necessary
- Ability to establish and maintain effective working relationships with staff, administrators, students and other personnel.
- Ability to commit to quality, integrity, responsiveness and customer service

Required qualifications:

- Bachelor’s degree from an accredited institution in communications, marketing, public relations, advertising, journalism or related field
- Three years of professional work experience
Preferred qualifications:

- Experience with online content management and development
- Professional work experience in higher education