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 the development, coordination, execution and implementation of University marketing initiatives. The Marketing Specialist will work to enhance UW–Superior’s mission, visibility, image and awareness to internal and external audiences by developing marketing communications materials and campaigns and assist in the coordination and implementation of the projects that support the marketing function.

Duties and Responsibilities:
- Serve as the project manager for University Relations
- Ensure the quality of both print and digital marketing and communication efforts through the production process
- Maintain a schedule of projects, produce and monitor production schedules
- Work in partnership with graphic designer, writer, and web master to ensure timely completion of projects assuring the high standards of University Relations are upheld
- Review page proofs for accuracy
- Serve as the account liaison and project manager to support the various needs of campus units
- Work with appropriate staff to assist in development and implementation of departmental marketing/communication plans, as assigned
- Assist with marketing campaign tracking and other office administrative tasks as assigned
- Contribute in the creation of content/stories in support of the campus-wide content strategy
- Attend, participate, and report on various campus events when appropriate
- Work with student employees to help create a rewarding learning experience and manage student work as assigned
- Other duties as assigned

Knowledge, Skills and Abilities:
- Knowledge of marketing theory and concepts, principles and practices
- Ability to manage and coordinate multiple projects, and prioritize effectively to meet specific deadlines or goals
- Skilled in analytical, critical thinking, project management, problem recognition and resolution skills
- Ability to communicate effectively, both verbally and in writing
- Ability to exhibit creativity, self-direction and the capacity for independent work, multi-tasking and organization skills
- Ability to establish and maintain effective working relationships with staff, administrators, students and other personnel within a diverse working environment
• Ability to set and meet deadlines to ensure a high level of quality and responsiveness to key constituents
• Ability to participate in event and weekend events as necessary

**Required Qualifications:**
• Bachelor’s degree from an accredited institution in communications, marketing, public relations, advertising, journalism or related field
• Experience in a deadline-oriented environment with proven multi-tasking skills

**Preferred Qualifications:**
• Two years of professional work experience
• Experience developing marketing materials (writing or design) for higher education
• Project management experience in a professional setting