UNIVERSITY OF WISCONSIN – SUPERIOR
POSITION DESCRIPTION
Marketing Specialist – Admissions Office

Working Title: Marketing Specialist, Admissions
Hayes Hill Title/Level: Marketing Specialist, Associate, 12-month renewable, 1.0 FTE
Position Reports To: Director of Admissions

Position Summary:
The Marketing Specialist is responsible for coordinating the direct marketing plan for the Office of Admissions. This individual coordinates advertising promotion including database identification for target audiences, direct mail campaign, social networking and customer relations management (CRM) campaigns. The position assists the Office of Admissions in maintaining good relationships with parents, students, faculty and staff.

Duties and Responsibilities:
Hobson’s Connect CRM Database Management
- Oversee CRM Database Management
- Create communication flows for Office of Admissions, Distance Learning Office, Office of International Programs and Graduate Studies Office
- Collaborate with other departments to integrate Hobson’s Connect for their new student communications, including Advising Office, Financial Aid Office, First Year Experience, Residential Life and Athletics
- Create one-off emails to targeted audiences for various events and announcements
- Event management within Hobson’s Connect
- Data Analysis of email campaigns, referral sources, campus visits, historical data, etc.
- Create dashboards to provide relevant updates
- Maintain Superior Profile Page for Office of Admissions, Office of International Programs, Distance Learning Office and Graduate Studies Office

Marketing Media Production:
- Develop annual marketing plan including audience, purpose strategies and budget deadline requirements in coordination with the Director of Admissions.
- In collaboration with University Relations provide creative leadership for Admissions promotional pieces
- Coordinate the design for web site/services with University Relations
- Arranges photography and/or videotaping as needed

Event & Promotion Management
- Responsible for development of marketing program including creative leadership, coordination with internal and external resources and administration of events and promotions
- Produce annual event & promotional schedule in conjunction with campus, community and departmental special events and seasonal activities
- Coordinate the purchase of media space, print ad placements, direct mailings and blast emails for the events

Program Research & Assessment
- Conduct market research, evaluate promotion or event results, proactively manage feedback from stakeholders and administer program resources:
• Maintain organized & accurate records of advertising and promotional initiatives, including resources, costs, as applicable
• Measure effectiveness and assess results of various advertising and promotional vehicles, recommending improvements or changes for future programs
• Evaluate initial and long-term effect of annual marketing plan
• Research parent communication strategies

Social Media Management
• Develop social media strategies of the Office of Admissions
• Oversee Facebook implementation
• Research latest social media trends in Higher Education

Office Management
• Maintain inventory of publication and give-a-ways
• Attend meetings in the absence of the Director of Admissions
• Other duties as assigned

Knowledge, Skills and Abilities:
• Knowledge of marketing, communication and promotional trends
• Skilled in use of creative design software as well as basic knowledge of web design
• Evidence of organizational, planning and administrative skills including multi-tasking and management of multiple projects; detail-oriented
• Strong verbal interpersonal communication skills and excellent written communication ability
• Ability to compile and analyze results of marketing programs or initiatives
• Ability and experience in budget development and monitoring
• Demonstrated ability to use MS Office including Excel, PowerPoint, Outlook, Adobe in Design
• Ability to work nights and weekends for special events
• Ability to work with diverse and/or advising a variety of racial and ethnic groups and underrepresented populations.

Minimum Qualifications
• Bachelor’s Degree from an accredited institution
• Equivalent of two years full-time experience in marketing or creative design.
• Equivalent of one year full-time experience in event and promotional planning, coordination, project management, including data analysis & reporting.

Preferred Qualification
• Experience with CRM database management, preferably Hobson’s Connect
• Prior higher education marketing experience