UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
ASSOCIATE MARKETING SPECIALIST

Working Title: Marketing Specialist, Continuing Education and Graduate Studies
Hayes Hill Title/Level: Associate Marketing Specialist, 12-month appointment, 1.0 FTE
Position reports to: Director Public Information

Position Summary:
This position serves as a member of the University Relations team and works to help implement the strategic enrollment communication and marketing plan by developing, coordinating, executing and implementing marketing campaign development initiatives in collaboration with the Center for Continuing Education and Graduate Studies. 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. This position will focus on recruitment marketing for graduate programs and marketing efforts for the Center for Continuing Education.

Duties and responsibilities:

1. Provide development, coordination, execution and monitoring of recruitment marketing targeted at continuing education and graduate studies through a variety of communication channels, including online marketing
2. Assist in the production and design of marketing materials – both in print and electronic
3. Work as an account liaison with appropriate staff to assist in development and implementation of departmental marketing/communication plans, as assigned
4. Oversee database management functions for graduate recruitment communications and continuing education, to include analysis of source codes, conversion rates, etc.
5. Manage communication flow for graduate student recruitment
6. Create emails to targeted audiences and provide analysis of email campaigns
7. Conduct market research, evaluate promotion or event results, proactively manage feedback from stakeholders
8. Manage organized and accurate records of marketing and communication efforts, including resources, costs and response rates
9. Assist in updating, maintaining and producing website content, specifically in regards to marketing webpages
10. Provide budget management for marketing budget
11. Write copy for various marketing efforts and coordinate media relations with University Marketing and Communications team
12. Create marketing and recruitment dashboards, along with regular reports on trends and enrollment numbers
13. Develop relationships with internal and external constituents and work to maintain valuable partnerships
14. Attend, participate and report on various campus events when appropriate
15. Work with student employees to help create a rewarding learning experience and manage student work as assigned
16. Participate in department staff meetings and other committee and staff meetings as appropriate
17. 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
- Skilled use of creative design software as well as basic knowledge of web design
- Experience in budgeting and fiscal management principles and procedures
- Skilled with technologies and software for the office environment
- Skilled in analytical, critical thinking, project management, problem recognition and resolution skills
- Skilled in effective leadership and team work
- Ability to create, execute and manage a marketing plan
- Ability to design marketing materials using graphic design software
- Ability to work with multiple stakeholders, with competing priorities, 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, demonstrate initiative, 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, diverse cultures and other personnel.
- Ability to learn new technology and stay up to date on marketing and communication trends
- 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
- Equivalent of two years full-time professional work experience in marketing or creative design
- Experience with graphic design.

**Preferred qualifications:**

- Experience with online content management and development, and search engine marketing