UNIVERSITY OF WISCONSIN – SUPERIOR
POSITION DESCRIPTION
Marketing Specialist – Center for Adult Education and Outreach

Working Title: Marketing Specialist
Hayes Hill Title/Level: Associate Marketing Specialist; 100%/12 month appointment.
Position Reports to: Associate Vice Chancellor for Academic Affairs and Outreach

Position Summary:
Provide leadership in general marketing of UW-Superior’s outreach programs. Develop and implement strategic marketing plans. Evaluate market data and use for continuous improvement. Align outreach marketing with University and UW-Extension standards. Participate in strategic planning.

Duties and Responsibilities:
1. Provide leadership in the general marketing of UW-Superior’s outreach programs as offered through the units of the Center for Adult Education and Outreach (CAEO), in support of the strategic goals of the Center, UW-Superior, and UW-Extension
2. Manage unit level marketing for the Distance Learning Center and for the Small Business Development Center. Coordinate marketing activities of the Center for Continuing Education and other CAEO units, to ensure consistent and efficient use of resources.
3. Develop and implement an annual strategic plan for marketing
4. Manage the development of print, broadcast, Web, and social media communications
5. Develop and manage creative promotional partnerships and sponsorships
6. Plan and coordinate interactive Web strategies
7. Create and implement promotional materials for the websites of the Centers and for other online media
8. Access, analyze, and apply internal and external data for continuous improvement of the CAEO marketing programs
9. Align all CAEO marketing activities with those of university marketing, ensuring integration of university marketing themes, consistent use of branding, and integration of UW-Extension branding
10. Actively participate in the integration of marketing in the strategic planning processes of the CAEO units
11. Other duties as assigned by the Associate Vice Chancellor for Academic Affairs and Outreach

Knowledge, Skills and Abilities:
- Evidence of organizational, planning, and administrative skills, including multi-tasking and management of multiple projects; detail-oriented
- Knowledge of marketing, communication, and promotional trends
- Strong verbal interpersonal communication skills and excellent written communication ability
- Ability to compile and analyze, and apply results of marketing initiatives
- Supervisory skills including effective delegation, training, and development
- Knowledge and ability to develop and monitor budgets
- Knowledge of the applied use of contemporary marketing and customer relationship tools, particularly CRM systems, online analytic tools, Web content management systems, and social media marketing tools
- Knowledge and experience using basic design programs such as InDesign, Photoshop and Illustrator
- Ability to work evenings and weekends as required for special events

Minimum Qualifications:
- Bachelor’s Degree in a field relevant to the primary job duties.
- Three years of experience with primary responsibilities in organizational marketing. Marketing experience in higher education will be considered an asset.
- One year of experience in positions involving writing content for print and electronic media communications, managing development of print brochures and advertisements, and managing Web and social media campaigns
- Evidence of successful marketing program implementation: client and/or revenue growth