Working Title: Associate Marketing Specialist
Hayes Hill Title/Level: Associate Marketing Specialist; 100%/12 month appointment.
Position Reports to: Director of Continuing Education and Summer College

Position Summary:
The Associate Marketing Specialist will provide professional support for the Health Human Interests and Event Management, Leadership and Management and Credit/Education Outreach programs in the Center for Continuing Education. This individual’s primary role will be to develop marketing strategies and materials for credit programs, noncredit programs, as well as the Center for Continuing Education as a whole in collaboration with the Director and Program Managers. In addition, the Associate Marketing Specialist will perform a variety of duties in support of the program areas to help grow the scope of programming options in response to identified learner needs and the effective use of technology to achieve both marketing and programming excellence.

Duties and Responsibilities:
1. Collaborates with staff to develop marketing strategies and materials for all credit and noncredit programming areas.
2. Develops a plan in conjunction with appropriate faculty, staff and relevant University marketing personnel to develop and implement an overall marketing plan for the Center for Continuing Education including:
   a. Contracting or designing brochures, flyers, and other print pieces.
   b. Writing copy and directing the development of print materials, press releases, ads and other promotional pieces.
   c. Developing and updating online promotional activities including website, e-newsletters, and other forms of social media such as LinkedIn, Facebook, Twitter, etc that promote programs and interact with current and prospective students for the purpose of recruitment and securing registrations/enrollees.
   d. Developing direct mail campaigns and distribution plans.
   e. Staff promotional booths/exhibits at trade shows, colleges, association meetings, and other forums.
   f. Showcase success stories.
   g. Developing metrics which evaluate marketing efforts and create reports that provide this data to staff.
3. Focus on continuous improvement of marketing for all program areas and the Center for Continuing Education.
4. Conduct research on new initiatives and programs.
5. Assist staff in the creation, planning, and implementation of noncredit programming.
6. Develop and update local, regional and national databases that will allow us to segregate data and develop target markets.
7. Monitor and analyze financial data to measure the impact of marketing activities.
8. Assist in developing department reports for staff and funders by providing relevant data on marketing efforts.
9. Assist in the development of evaluation tools that assess program value and impact.
10. Supervise students as needed.
11. Contribute to UW-Superior’s Public Liberal Arts Mission.
12. Participate in the development and management of annual operating budgets for the operating unit; prioritizes and track operating unit expenditures.
13. Serve as part of the planning team to establish short and long term organizational goals, objectives, policies and operating procedures.
14. Perform other duties as assigned by the Director of Continuing Education and Summer College.

Knowledge, Skills and Abilities:
- Knowledge of marketing principles including the effective use of social media
- Knowledge of graphic design principles
- Knowledge of online metrics
- Knowledge of budgeting and fiscal management principles and procedures
- Knowledge of and experience in use of a content management system to edit and add content to websites.
- Strong written and verbal communication skills
- Skilled in project management
- Skilled in utilizing Microsoft Office software
- Proficiently skilled in the use of available graphic design software
- Skilled in web design
- Ability to work collaboratively
• Ability to manage multiple projects under tight timelines
• Ability to work with diverse cultures and communities
• Ability to take initiative and work independently
• Ability to innovate and use resourcefulness and creativity to address internal and external client needs.
• Ability to commit to the highest ethical standards.
• Ability to work nights and weekends as required by program needs.

Minimum Qualifications:
• Bachelor’s degree from an accredited institution in marketing, graphic design, communications, public relations or related field.
• One year experience directly related to the duties and responsibilities specified.

Working Conditions and Physical Effort:
• Must be able to lift 40 pounds
• Flexible hours
• Office may be located in flexible office space