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Occ. Area: 01
Work Area: 000
Prob. Period: 12 mo.
Prom. Line: None
Effective Date: 03/15/19
Last Action New

MARKETING ASSOCIATE

Function of Job

Employees in positions allocated to this classification are responsible for the development and implementation of marketing and communication tactics that strengthen the university brand and/or programs, and enhance recruiting and retention efforts including, but not limited to: marketing analyzation, coordination of marketing events, website design and management, social media management, and creating digital and print materials.

Characteristic Duties and Responsibilities

A Marketing Associate typically:

1. develops and implements comprehensive marketing and communication events and campaigns that have quantifiable objectives, methods, outcomes and timelines for various audiences including prospective students, alumni, current students, event promotions, outreach publications, etc.;
2. directs the branding campaign, visual branding and online digital presence;
3. develops, organizes, and disseminates innovative marketing materials for various channels;
4. assists in planning and evaluation of recruitment activities; assists in development of recruitment policies;
5. develops and evaluates marketing and advertising materials for websites, news releases, traditional and digital publications, exhibits, and other media communication vehicles in pursuit of strategic intent including design, layout and production of reports, promotional materials, and special publications;
6. develops or edits visual media or graphic elements of publications or web pages;
7. directs social media efforts, enhances web presence, and maintains both internal and external communications; produces live social media coverage of events; stays current on social media in the marketplace and emerging platforms/tech/strategies;
8. works closely with institutional communications team members and contributors to identify, pursue, write, and edit relevant marketing materials and to facilitate campaign goals;

9. tracks and analyzes website and social media statistics for optimization; measures social media analytics; reports and recommends changes in social media strategy; provides counsel to social media managers across the university on strategy, analytics, and university expectations;
10. develops and manages databases for data collection, analysis, reports, and grants; oversees the collection of data for reporting purposes and prepares periodic reports; formulates, monitors, and regularly reports on the marketing budget; assists in writing grant proposals;
11. establishes and cultivates relationships with the university community including alumni, donors, students, campus groups, faculty, and staff; assists with identification of new partnerships;
12. hires, trains, evaluates, and supervises marketing staff, extra help, students, and/or volunteer workers;
13. oversees marketing-related department equipment (camera, banners, tablecloths and other promotional materials, etc.);
14. performs other related duties as assigned.

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Bachelor's degree in marketing, business administration, communications, public relations or a related field.
2. One (1) year (12 months) of professional work experience in marketing, public relations, communications, brand management, or a related professional area.
3. Based on position requirements, additional education, training and/or work experience in the area of specialization inherent to the position, may be required.

*Note Master's Degree in an area consistent with the duties of the position may be substituted for one (1) year (12 months) of work experience.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
2. Knowledge of recruitment practices.
3. Knowledge of social media analytics, social media publishing tools, web analytics, and tracking technologies.

4. Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
5. Knowledge of media production, including social media platforms and efficiency of use, communication, and dissemination techniques and methods.
6. Knowledge of Microsoft Office, presentation software, spreadsheet software, video creation and editing software, web page creation and editing software, and analytical or scientific software.
7. Knowledge of administrative and clerical procedures and systems.
8. Skill in producing live social media coverage.
9. Skill in verbal and written communication.
10. Skill in identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
11. Skill in time management, organizing work assignments, and responding quickly and effectively to challenges.
12. Ability to develop and execute marketing, and strategic communications plans to effect outcomes.