



# JOB DESCRIPTION

**Job Title:** Marketing Specialist  
**Department:** External Affairs  
**Reports to:** Director of External Affairs

## JOB SUMMARY

The Marketing Specialist is responsible for a wide variety of development, creation and production elements relating to digital and print communications, as well as day-to-day implementation and management of communication with university audiences (students, faculty, alumni, etc.) This includes researching, writing, editing and producing clear and compelling communications pieces for print, digital and web media, placement and coordination of advertisements and other marketing materials, coordinating all communication channels; managing social media accounts and job postings, supporting and planning events, and supporting the Director of External Affairs and other team members in executing an integrated marketing strategy.

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### Essential Functions

- Create, produce, manage and distribute digital and print communications, including newsletters, event flyers and promotional materials, and copy for online publications. Develop and manage data lists to distribute event emails to alumni.
- Provide administrative support as needed to other members of the External Affairs office, including schedule management, presentation development, departmental meeting coordination, committee initiatives, etc.
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Work with external vendors to execute promotional events and campaigns
- Collaborate with team and campus stakeholders to coordinate brand awareness/marketing efforts.
- Excellent attendance and punctuality, collegial and diplomatic behavior at work, and work performance to the satisfaction of management are essential functions of the position.

### Qualifications

- Bachelor's degree in Communication, Business Administration or related field
- A minimum of three years in a communications specialist role, including communication development and event planning
- Knowledge of marketing communications principles, practices and trends; professional journalistic practices and styles.
- Experience working in an entrepreneurial and innovative environment, including initiating story leads, instituting best practices in communications, independently gathering information

through research and interviews, and developing clear and compelling copy for diverse audiences

- Demonstrated organizational skills to work on multiple projects with competing deadlines and to establish goals and workload priorities under limited supervision
- Effective project management skills to develop, manage, and complete projects successfully while meeting established budgets and timelines.
- Strong computer skills, including advanced use of Word, Excel, PowerPoint, and Outlook.
- Strong interpersonal, oral and written communication skills to work within a diverse community, to establish and maintain good working relationships with University partners, alumni, faculty, staff, students and the public
- Graphic design skills preferred