

## **Manager, Marketing & Communications**

### **Job Code 50039081**

#### **General Description**

Develop marketing and communications strategy that drives increased awareness and engagement with internal and external audiences.

#### **Examples of Duties**

Develop marketing and communications strategic plan to increase awareness and engagement. Plan and release digital communications including website, online campaigns, email marketing, social media and digital content production.

Drive marketing campaigns that increase visibility and enrollment success of graduate programs. Manage all print and electronic communication such as publications, dean's reports, brochures, newsletters, etc.

Act as chief copy editor for all content.

Develop and manage marketing and communications budget.

Supervise staff.

Perform other duties as assigned.

#### **Knowledge, Skills, and Abilities**

**Knowledge of:** Marketing strategies; design principles; university mission, policy, and procedures.

**Skill in:** Creating digital content; working as a team member; effectively directing the work of others and motivating output; establishing rapport with variety of clients; making decisions; prioritizing workloads; evaluating impact of revisions to policies; reconciling budgets.

**Ability to:** Create emails, blogs, brochures and social media content with diversity and inclusivity in mind.

#### **Experience and Education**

To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

#### **Other Requirements**