

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: MARKETING AND COMMUNICATION SPECIALIST

Reports To: Institutional Marketing

UW Job Code: 3650

UW Job Family: 3D – Media/Communication/Art

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 22

Date: 10-1-14

JOB PURPOSE:

Provide leadership in the design and development of marketing and public relations strategies. Provide a strategic marketing and public relations approach that considers the integration of all marketing efforts, including the website, social media presence, publications, advertising pieces, multimedia/video pieces and communications/press releases.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Development and/or communication of informational programs to enhance and maintain favorable perceptions of an organization's accomplishments or agenda. Prepare or edit organizational publications for internal and external audiences. Create informational content that supports the University brand for print, web and social media formats. Increase the visibility of the organization in all media areas.
- Study the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas and services.
- Establish or maintain cooperative relationships with student groups, representatives of governmental, community, employee, public interest groups, and news and other media.
- Identify trends or key group interests or concerns or provide advice on staying current with techniques and approaches.
- Provide a website strategy and plan content updates regularly for both the external college website while driving internal communication.
- Provide direction and assistance on the most appropriate way to present information and ways to engage the audience. Write press releases and coordinate photo opportunities.
- Coordinate special events to promote relations with students, alumni, retirees, and a variety of VIPS.

- Arrange public appearances, lectures, contests, or exhibits to increase product or service awareness or to promote goodwill. Work closely with appropriate external resources to ensure efficient functionality of resources.

SUPPLEMENTAL FUNCTIONS:

- Perform miscellaneous job-related duties as assigned.
- Attend and participate in training and other professional development activity.
- Participate in performance-related goal setting and achievement to meet personal and organizational goals and objectives.

COMPETENCIES:

- Attention to Detail
- Technical/Professional Knowledge
- Formal Presentation Skills
- Strategic Planning
- Quality Orientation
- Analysis/Problem Identification

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree, preferably in Business, Marketing or related focus**

Experience: **At least 4 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent oral and written communication skills.
- Excellent organizational skills.
- Excellent interpersonal skills and commitment to customer service.
- High level of problem-solving skills.
- Ability to Work effectively in a culturally diverse environment.
- Ability to interpret departmental needs and construct solutions.
- Ability to manage and meet deadlines.
- Knowledge of applicable Federal and State laws and regulations.
- Knowledge of capital expenditure budgeting policies and procedures as applied to public institutions.
- Proven ability to continually adapt and learn new procedures and software programs.
- Comprehensive knowledge of current instructional theories and principles applicable to area of specialization.

WORKING CONDITIONS:

- May be required to work a flexible schedule, including nights, weekends, and holidays.
- Work is normally performed in a typical interior/office work environment.
- No or very limited exposure to physical risk.
- No or very limited physical effort required.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.