

## **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: ASSISTANT DIRECTOR, ENROLLMENT MARKETING**

**Reports To:** Director, Enrollment Marketing

**UW Job Code:** 3887

**UW Job Family:** 3D - Media/Communication/Art

**SOC Code:** 13-1161

**FLSA:** Exempt

**Pay Grade:** 23

**Date:** 2-1-18

### **JOB PURPOSE:**

Strategize, develop, and implement digital marketing tactics and products that are aligned with the strategic enrollment marketing plans outlined annually. Focus on growth; driving web traffic, and increasing prospective student activity on the website. Deliver prospective student leads to the Admissions department and support top-of-the-funnel marketing initiatives. Responsibilities include optimizing marketing-driven website(s) content, developing mobile and social media strategy, participating in ongoing marketing planning, analyzing marketing-related data and metrics, developing digital content, producing landing pages and inbound marketing strategy.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Strategize, develop and implement Web metrics, such as visits, time on site, page views per visit, and transaction volume.
- Identify appropriate Key Performance Indicators (KPIs) and report key metrics from digital campaigns.
- Assist in setting up or optimizing analytics tools for tracking visitors' behaviors.
- Design and produce graphics for promotional materials by using creative and technical abilities including the use of computers and desktop publishing techniques.
- Measure the effectiveness of digital enrollment marketing and make data-driven recommendations and decisions that optimize performance.

### **SUPPLEMENTAL FUNCTIONS:**

- Serve as a design and production consultant to University personnel as directed.
- Assist supervisor or independently give presentations.
- Establish and maintain documentation/records.

## **COMPETENCIES:**

- Attention to Detail
- Innovation
- Formal Presentation Skills
- Influence
- Visionary Leadership
- Independence

## **MINIMUM QUALIFICATIONS:**

Education: **Bachelor's degree in Art, Marketing, Communications, or a related field**

Experience: **3 years work-related experience**

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

## **KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of:

- Marketing principles, practices, concepts, methodology and techniques.
- Graphic design, layout and production.
- Computer and desktop publishing techniques.
- Current and emerging industry requirements and practices in area of marketing expertise.
- Advertising and promotion principles, practices, concepts, methodology and techniques.
- Supervisory methods and techniques.
- Data management and tracking.

Skills and Abilities to:

- Operate computers to design graphics and other printed material.
- Demonstrate artistic and creative skills, while meeting deadlines.
- Adjust focus, identify and distinguish between colors, and judge distance and spatial relationships.
- Communicate effectively, both orally and in writing.
- Develop, plan, and implement short- and long-range goals.
- Supervise and train staff, including organizing, prioritizing, and scheduling work assignments.
- Use personal computers and related software applications.
- Foster a cooperative work environment.
- Interpret departmental needs and directions, assess capacity, plan, develop, and implement appropriate marketing strategies.

## **WORKING CONDITIONS:**

No major sources of discomfort, standard office environment.

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.