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 GRAPHIC DESIGN SPECIALIST

Reports To: Institutional Marketing

UW Job Code: 3703

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

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 22

Date: 10-15-13

JOB PURPOSE:

Develop, manage and produce marketing materials for the University. Responsible for UW's social media and website strategy. Execute the department's objectives via university marketing, communications, and promotional efforts, including the conceptualization, design, production, and distribution of a variety of print materials, promotional activities, digital marketing, advertising and websites.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Conceptualize, design and develop marketing graphics and templates for university departments, units and programs.
- Maintain university brand standards on print, digital, web and social media graphics/materials. Compose persuasive copy as needed.
- Aid in the design and implementation of Institutional Marketing campaigns and strategies, social media channels and web pages.
- Analyze and assess campaign data results, and implement changes as needed.
- Participate in Institutional Marketing initiatives, events and presentations.
- Contribute to the development of short- and long-term Institutional Marketing plans and strategies.
- Attend meetings and serve on committees.

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 Graphic Design, Marketing or related focus**

Experience: **3 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 budging 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.