

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: ENROLLMENT MARKETING STRATEGIST

Reports To: Institutional Marketing/Graduate Education

UW Job Code: 7367

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

SOC Code: 13-1161

FLSA: Exempt

Pay Grade: 23

Date: 5-19-22

JOB PURPOSE:

Develop and implement strategic marketing and communications initiatives that drive (graduate) enrollment.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop and manage digital marketing strategies for (graduate education) that encompass all colleges.
- Create and manage effective content that supports the University brand for print, email, social, and web platforms to support key (graduate) recruitment and marketing efforts.
- Create a robust social media calendar while continuing to grow and develop social media platforms dedicated to (Graduate Education). This includes developing strategy while continuing to evaluate audiences to grow the reach of (Graduate Education) social media platforms while providing relevant content to primary and secondary audiences.
- Collaborate with both internal and external stakeholders throughout the development, planning, and execution of all (graduate) enrollment marketing plans.
- Assist with multiple communication flows and marketing campaigns for (graduate) enrollment projects, including gathering and organizing project deliverables and ensuring deadlines are met.
- Perform regular analysis of key marketing activity in order to measure success and ROI, and to continually improve the effectiveness of all marketing efforts. Assist in setting up or optimizing analytics tools for tracking visitors' behaviors.
- Develop and execute program-specific marketing plans utilizing a mix of online, social media, event-based, and print marketing to drive lead generation across a range of (graduate) programs.
- Develop and maintain recruitment-related web and social media interfaces designed to drive lead generation, and ultimately, enrollment.

- Develop presentations and reports to communicate key ideas, strategies, and performance for the growth of (graduate) education enrollment.
- Provide recommendations and identify new strategies and tactics to ensure success on all campaigns.
- Participate in the ongoing review of admissions-related web pages. Work with team to ensure content is up-to-date, appropriate, and engaging for targeted audiences.
- Facilitate communication across many departments for (graduate) program updates, admissions initiatives, and marketing campaigns.
- Attend conferences, recruitment fairs and networking events that help raise the awareness of (graduate education) initiatives.
- Provide supervision and direction to student employees.

SUPPLEMENTAL FUNCTIONS:

- Act as liaison to departments, campus administration and outside agencies.
- Perform miscellaneous job-related duties as assigned.
- Attend and participate in training and other professional development activities.
- Participate in performance-related goal setting and achievement to meet personal and organizational goals and objectives.

COMPETENCIES:

- Attention to Detail
- Innovation
- Collaboration
- Influence
- Technical/Professional Knowledge
- Independence

MINIMUM QUALIFICATIONS:

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

Experience: **3-5 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.
- Understanding of graphic design, layout and production as well as Brand Standards.
- Computer and desktop publishing techniques.
- Current and emerging industry requirements and practices in the area of marketing expertise.
- Advertising and promotion principles, practices, concepts, methodology and techniques.
- Supervisory methods and techniques.

- Data management and tracking.
- University policies and procedures.

Skills and Abilities to:

- Operate computers to design graphics and other printed material.
- Demonstrate innovative 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.
- Provide leadership for programs/events and marketing efforts.
- Interpret departmental needs and directions, assess capacity, and 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. The University of Wyoming actively supports the Americans with Disabilities Act and will consider reasonable accommodations.