

## **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: DIGITAL MARKETING SPECIALIST**

**Reports To:** Designated Supervisor

**UW Job Code:** 3889

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

**SOC Code:** 27-3031

**FLSA:** Exempt

**Pay Grade:** 21

**Date:** 7-15-15

### **JOB PURPOSE:**

Analyze, develop, design, implement and interpret content of College/Division's digital marketing, looking for strategic marketing approach with a focus on creating and distributing valuable, relevant and consistent content and information to attract and retain targeted students, enhancing customer service, prospect, donor, and alumni engagement. Create (and work with others to create) marketing collateral and content for digital communications channels. Provide expertise in data-driven decision-making and strategy.

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

- Collect and analyze 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 to include the use of computers and desktop publishing techniques.
- Measure the effectiveness of digital marketing and make data-driven recommendations and decisions that optimize performance.
- Conduct online marketing initiatives, such as affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media websites.
- Conceptualize, develop, design, produce, proof, and distribute College/Division's digital marketing and promotional materials.
- Manage the software platforms for email communications and online giving, and other identified communications software.
- Research and deploy new digital marketing strategies for email and digital communications and advertising.

## **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.
- Organize resources and establish priorities.
- 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 cooperative work environment.

- 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. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.