

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: RETENTION MARKETING SPECIALIST

Reports To: Associate Director, Retention Marketing

UW Job Code: 4512

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

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 21

Date: 11-1-21

JOB PURPOSE:

Assist with strategies, development and implementation of digital and traditional marketing tactics and products that are aligned with the strategic retention marketing plans outlined annually. Will assist to connect current students to the Office of Student Success and Graduation, and support marketing initiatives. Responsibilities include writing marketing-driven website(s) content, writing and implementing mobile and social media strategy, and participating in ongoing marketing planning.

ESSENTIAL DUTIES AND RESPONSIBILITIES: All 31 displayed

- Compile data from appropriate Key Performance Indicators (KPIs) and metrics from digital and traditional campaigns.
- Assist in development of strategy for marketing to current students, such as website visits, social media interactions, traditional office visits, peer mentoring, participation in student activities, etc.
- Assist in setting up or optimizing analytics tools for tracking current student behaviors.
- Design and produce graphics for promotional materials by using creative and technical abilities to include the use of computers and desktop publishing techniques.
- Assist in measurement of effective digital and traditional retention and enrollment marketing efforts.
- Work closely with Student Success and Graduation, Enrollment Management, and Enrollment Marketing to ensure streamlined and collaborative efforts.

SUPPLEMENTAL FUNCTIONS:

- Assist supervisor with presentation content.
- Establish and maintain documentation/records.

COMPETENCIES:

- Attention to detail

- Innovation
- Strong work ethic
- Independence

MINIMUM QUALIFICATIONS:

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

Experience: **1 year 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.
- 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.
- Use personal computers and related software applications.
- Foster a cooperative work environment.

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.