

Job Code: 101407
Position #: (PSA) (E)
Developed by: KQ; HC
Reviewed by: LK; DLJ
Approved by: LK
Date: 10/15;10/19;11/19

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Manager, Marketing and Advertising

DIVISION: Office of the President (Communications and Marketing)

REPORTS TO: Assistant Director, Brand Marketing and Advertising

GRADE: 13

SUPERVISES: Support staff, interns, student workers

BASIC FUNCTION:

Assist the Assistant Director of Brand Marketing and Advertising in all marketing and advertising initiatives for the University of Rhode Island. Identify marketing challenges and opportunities, and recommend strategies for marketing University wide efforts that serve to enhance and strengthen the reputation of the University among its internal and external stakeholders. Coordinate market research activities, and monitor marketing and branding activities University-wide to ensure coordination of efforts.

Work with web and online programs staff to define and create objectives, strategies and execute associated tactics to support the URI online initiative. Deliverables to include full marketing strategy, integrated marketing plan and timely execution of deliverables and analysis of campaigns. Coordinate market research activities for the University's growing online program offerings. Serve as a member of the marketing communications team and work directly for the University's Assistant Director of Brand Marketing and Advertising. Coordinate and execute a community relations and outreach plan to market online programming opportunities in the business and industry sectors.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Market the University's online offerings, specifically targeting adult learners and focus on industry sectors with high employment opportunities that support Rhode Island's economic growth areas, and stem from areas of strength at the University.

Develop advertising strategies and perform ongoing ROI analysis with regard to recruitment into online programs.

Manage and optimize traditional and digital media buying activities. Develop media strategies to engage target audiences.

Engage and lead social media strategy on platforms to ensure quality and maximum exposure in the marketplace and consistent messaging across platforms. Collaborate with university's social media coordinator for best practices.

Make recommendations to position messaging with key audiences, capitalizing on recent and ongoing market research. Understand current trends in media consumption for online learners and target audiences.

Identify new and exciting ways to reach out and promote the University's online courses and programs.

Collaborate closely with the Assistant Director, Online Program Development and senior digital content strategist for online courses.

Assist in the coordination of marketing campaigns, from research to concept to creative to final production and distribution to ROI analysis.

Assist in the creative development of advertising concepts for multi-media projects, including traditional media channels (TV, radio, print, billboards) and new media platforms (i.e.; digital marketing, streaming, YouTube, social media, display, Google search). Collaborate with designers and editors in the development of advertising campaigns. Write marketing copy for both print and digital advertising.

Work with senior digital content strategist for online courses to develop go to market strategy, content calendar and launch plan for online courses. Maintain current and new course information in paid media campaigns and drive traffic from paid media programs to websites that will support the programs and lead to new enrollment.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as assigned.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers and printers; word processing, database management, and spreadsheet software. Google Suite; Google analytics.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree in marketing, communications, business, or related field; Minimum five years of full-time employment in marketing or communications; Demonstrated paid media-buying experience with an agency; Demonstrated social media experience; Demonstrated experience with marketing analytics and market research; Demonstrated experience in the creative development of advertising concepts; Demonstrated experience with ROI analysis; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to work independently and collaboratively within a team;

Demonstrated presentation skills and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated experience with video production and photography, photoshop and/or other photo editing software; Demonstrated experience in campaign development; Demonstrated experience in managing a creative agency relationship; Demonstrated experience with social media strategy; and, Demonstrated experience in managing online marketing campaigns.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.