

## MARKETING AND PROMOTION SPECIALIST

### **Function of Job:**

Under general supervision of assigned supervisor, manage the marketing and promotion of a division/unit within a college/university, including developing and coordinating marketing plans, publications, promotional materials, and communications, using writing, web communications, and social media skills.

### **Characteristic Duties and Responsibilities:**

1. Develop, manage, and execute marketing plans, including advertising, promotion, and public relations.
2. Coordinate the development and production of internal and external publications, promotional materials, and communications, including web-based communications and social media outlets; and edit, proofread, and design materials as needed.
3. Work with college/university departments to create identity and promote division/unit.
4. Review and select vendors for advertising and production of promotional materials.
5. Develop social media strategies; monitor and contribute to external social media sites and outlets as assigned.
6. Evaluate marketing efforts for effectiveness.
7. Manage marketing and promotions budget as required.
8. Assist with strategic planning for assigned areas.
9. Manage budget for responsible area(s).
10. Research marketing and promotional strategies and make recommendations for changes in methods and materials, including recommendations regarding social media tools, sites, and applications.
11. Hire, schedule, train, and supervise staff as assigned.
12. Participate in institutional professional development and training.
13. Perform other related duties as assigned.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in marketing, communications, journalism or related field and two years of marketing and/or communications experience.
2. Understanding of social media.
3. Computer skills as required by department.

### **Additional Desirable Qualifications:**

1. Master's degree in marketing/communications.
2. Supervisory experience.
3. Marketing/communications experience in higher education.

1/31/2013  
System Approval

1/20/13  
Effective Date

**This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.**

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