

NIAGARA UNIVERSITY
JOB DESCRIPTION

NAME:	Vacant
DATE:	DECEMBER 2022
JOB TITLE:	ASSISTANT DIRECTOR OF GRADUATE MARKETING
FLSA STATUS:	EXEMPT
JOB STATUS:	REGULAR FULL TIME
JOB CLASS:	PROFESSIONAL
WORK LOCATION:	GACIOCH FAMILY CENTER
TITLE OF IMMEDIATE SUPERVISOR:	DIRECTOR OF ENROLLMENT MARKETING
DEPARTMENT:	ENROLLMENT MARKETING
SECTOR:	ENROLLMENT MANAGEMENT

JOB SUMMARY:

The Assistant Director of Graduate Marketing plans, researches, and develops engaging content for various university marketing initiatives, including social media channels, website platforms, external advertising, email outreach, and literature, within a fast-paced environment. The Assistant Director of Graduate Marketing will also oversee content on the university website, coordinate with five colleges on marketing project workflow, deliver timely reports on campaign performance, and assist in various marketing initiatives as needed.

ESSENTIAL DUTIES:

- Assist with the cultivation and execution of graduate-targeted student recruitment marketing plans including developing short- and long-term promotion strategies;
- Assist Director of Enrollment Marketing and Vice President of Academic Affairs with cultivation and execution of targeted student recruitment marketing plans;
- Coordinates and manages graduate advertising initiatives and execution, both in-house and with affiliated advertising agencies;
- Manages graduate social media channels including content creation, scheduling, performance assessment, and monitoring;
- Coordinate and execute photography, videography, and editing (e.g., Adobe Creative Suite and Canva) required for digital content creation;
- Develops short- and long-term promotion strategies;
- Plays lead role in approving and updating graduate content on university websites, utilizing content management tools and CMS integration software;

ASSISTANT DIRECTOR OF GRADUATE MARKETING

- Formulates marketing copy for social media campaigns, website, and other digital assets to drive attendance at recruitment events;
- Write, edit and proofread written content (e-mails, brochures, ads, viewbooks, etc.) used in conjunction with the marketing and communications efforts;
- Analyzes and provides reporting on content performance from customer relationship management systems (e.g., Slate), social media (e.g., in-platform), and website metrics (e.g., Google Analytics);
- Coordinates and completes assigned tasks in the department's project management software (e.g., Basecamp);
- Perform interviews with students, alumni, faculty, staff, and administrators to support graduate marketing initiatives;
- Maintains confidentiality of information (including but not limited to: student and employee personal information, student grades, etc.), both during and after their employment with the university. Any questions regarding the confidentiality of material should be referred to the supervisor. Any violation shall subject the employee to disciplinary action, up to and including termination of employment;
- Perform other duties as assigned.

GENERAL DESCRIPTION:

35% Strategize and coordinate content generation to assist in the recruitment of students through social media, website, and video channels.

35% Strategize, write, and coordinate graduate advertising initiatives, execution, and reporting.

10% Attend meetings and graduate events;

10% Evaluate and report on graduate marketing initiatives through various reporting channels including Google Analytics, social media, slate, and CRM, etc.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Bachelor's degree in communications, marketing, English, or a related field
- Excellent business analytics, relationship management, strategy development, project management, problem-solving, and change management skills

ASSISTANT DIRECTOR OF GRADUATE MARKETING

- Exceptional skills in communications, marketing, and interpersonal relations
- Meaningful experience with content management systems and updating web content
- Ability to develop and implement strategic communications and research-based marketing plans
- Strong creative, strategic, analytical, organizational, and interpersonal skills
- Familiarity with basic SEO best practices and keyword research
- Proven ability to write engaging content for a variety of audiences in a fast-paced environment
- Extensive knowledge of social media channels including TikTok, Facebook, Instagram, Twitter, Snapchat, YouTube, and emerging technologies
- Demonstrate a professional and positive approach, self-motivated, team player, dynamic, and creative with the ability to work on own initiatives
- Passion for accuracy, detail, and AP style
- Ability to manage multiple projects at a time
- Understand how to create content for targeted audiences and evaluate its performance

ERGONOMIC REQUIREMENTS:

The functions of the position usually are performed while sitting but may require some amount of time standing. Some amount of stooping, kneeling, bending, lifting, walking, carrying and other movements may be required. Tasks involving working on a computer keyboard, computer software applications, and calculator involve extensive wrist and hand movements. All individuals are required to be able to perform these movements without significant risk of injury to themselves or others.

QUALIFICATION STANDARDS

- 1) Bachelor's degree or higher in communications, marketing, English, or a related field is required. A master's degree and/or professional certification in marketing or public relations is preferred.
- 2) At least three years of experience in marketing and/or communications in one or more of the following settings: education, not-for-profit, government, business, and/or industry, is required.
- 3) A valid New York State driver's license is required that satisfies both University and insurance company underwriting rules and regulations for driving a motor vehicle.

THE UNIVERSITY RESERVES THE RIGHT TO MODIFY, REASSIGN OR COMBINE POSITIONS AT ANY TIME WITHOUT PRIOR NOTICE.

ASSISTANT DIRECTOR OF GRADUATE MARKETING

Employee Signature

Date

Supervisor Signature

Date