

**NIAGARA UNIVERSITY**  
**JOB DESCRIPTION**

**NAME:** Vacant  
**DATE:** DECEMBER 2022  
**JOB TITLE:** MARKETING COMMUNICATIONS SPECIALIST  
**FLSA STATUS:** NON-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 Marketing Communications Specialist plans, researches, and writes engaging copy for various university marketing initiatives, including websites, email outreach, social media channels, literature, and external advertising. The Marketing Communications Specialist will also oversee content on the university website, manage workflow for the marketing department, deliver timely reports on campaign performance, and assist in various marketing initiatives as needed.

**ESSENTIAL DUTIES:**

- Manages university flagship social media channels including content creation, scheduling, performance assessment, and monitoring;
- Supports university-wide social media accounts by advising content, training staff, and providing strategy;
- Manages photography, videography, editing, and design (e.g., Adobe Creative Suite and Canva) required for digital content creation;
- Plays lead role in approving and updating university websites, utilizing content management tools and CMS integration software;
- Assist with the cultivation and execution of targeted student recruitment marketing plans including developing short- and long-term promotion strategies;
- Formulates marketing copy for social media campaigns, website, and other digital assets to drive attendance at recruitment events;
- 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 assignment tasks in the department's project management software (e.g., Basecamp)

## **MARKETING COMMUNICATIONS SPECIALIST**

- Perform interviews with students, alumni, faculty, staff, and administrators to support 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:**

65% Strategize and coordinate content generation to assist in the recruitment of students through social media, website and video channels.

25% Strategize, write, and coordinate other marketing content.

10% Evaluate and report on digital marketing initiatives through various reporting channels including Google Analytics, social media, and Slate.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Bachelor's degree in communications, marketing, English, or a related field
- Exceptional skills in communications, marketing, and interpersonal relations
- Extensive knowledge of social media channels including TikTok, Facebook, Instagram, Twitter, Snapchat, YouTube, and emerging technologies
- 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
- Excellent business analytics, relationship management, strategy development, project management, problem-solving, and change management skills
- 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

**MARKETING COMMUNICATIONS SPECIALIST**

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 the 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.**

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Employee Signature Date

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Supervisor Signature Date