UNIVERSITY OF DALLAS
The Catholic University for Independent Thinkers

Marketing & Communications Specialist — Job Number: 2945UD

Gupta College of Business — **Date Posted: 13 December 2016**

WHO WE ARE

The University of Dallas is a private university leading in academics. The University has been consistently ranked as one of the top regional universities and holds a place in the list of the top 10 Catholic colleges in the West by U.S. News & World Report, and in the top 15 Catholic colleges nationwide by Forbes. We thrive on professional development, a family oriented environment, rich tradition, and great employee benefits!

JOB DESCRIPTION

UD is currently seeking a Marketing & Communications Specialist who will be responsible for generating written and visual collateral on behalf of the college to be published in various outlets online with the goal of strengthening the Gupta College of Business brand and driving prospects to the website.

PRIMARY RESPONSIBILITIES

- Assists the Marketing and Communications Manager in establishing a production schedule, planning content, generating story ideas, and directing the production of print, electronic, video and web-based communications.
- Maintains the overall consistency of university marketing messages with a focus on aligning client goals with institutional goals.
- Uses listening channels such as Google Alerts, engaging in social listening, and staying current with top business news stories to find trending topics for analysis and commentary from internal sources such as faculty, staff, students, etc.
- Implements engagement tracking and regular reporting on reach and effectiveness and recommends strategies for improvement.
- Manages all college of business social media channels.
- Publishes written, video and photo content on college website via content management system.
- Writes and edits print and digital advertisements, press releases, promotional print and web materials.
- Collaborates with creative and web designers, photographers/videographers and other team members in the creation of written/visual/video/graphic content for print and online.

MINIMUM REQUIREMENTS

- Bachelor's degree in journalism, public relations, marketing or communications, or a closely related field.
- Demonstrated creative and professional writing skills.
- Must be computer proficient; HTML knowledge required.

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- Photography and video experience.
- Well versed in the use of technology in social media marketing.
- Ability to handle multiple, concurrent projects and initiatives.
- Knowledge of FERPA requirements for the security of student information.

PREFERRED QUALIFICATIONS

- Experience in a higher education marketing or communication role.
- Five or more years experience as a print or broadcast journalist.
- Publication production experience.
- CSS and PHP understanding.
- Efficiency with digital photography, photo editing and prepress image manipulation for print, video and/or Web production.
- Experience scriptwriting, storyboarding and video editing, and experience with Adobe Creative Suite software including InDesign, Photoshop, and Illustrator.

BENEFITS

UD provides competitive pay and benefits including eligibility to participate in medical, dental, life & disability insurance, employee events, health & wellness program, a free fitness center, at least 29 paid days off annually, accruing 10 days sick time, free tuition for employee and family, and retirement plan contributions.

If this sounds like the job for you, apply online at:
https://udallas.wufoo.com/forms/staff-application-for-employment/

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