

## BURMAN UNIVERSITY JOB DESCRIPTION

<b>JOB TITLE</b>	Marketing Specialist
<b>DEPARTMENT</b>	Marketing & Enrolment
<b>CATEGORY</b>	<input type="checkbox"/> Hourly <input checked="" type="checkbox"/> Salary
<b>CLASSIFICATION</b>	Leadership I
<b>REPORTS TO</b>	VP Marketing & Enrolment

### POSITION SUMMARY

The Marketing Specialist is responsible for the daily management of the marketing and public relations for the University. They will work under the supervision of the Vice President for Marketing and Enrolment to ensure the activities of the department support the strategic objectives of the University. Successful execution of their duties will support Burman University in its goal to connect with our constituencies, alumni, potential students and families, and our local community.

### ESSENTIAL JOB FUNCTIONS

- Developing or commissioning relevant market research to enhance and create marketing strategies.
- Manage the development of communication and publicity for the University.
- Focuses on working collaboratively with the enrolment department in the pursuit of enrolment and recruitment goals through the development of marketing strategies.
- Creation and implementation of the marketing strategy - including campaigns, events, digital marketing, and PR.
  - Developing targeted enrolment campaigns and leading implementation in collaboration with the enrolment advisors
  - writing and producing presentations and press releases
  - dealing with enquiries from the public, the press, and related organizations
  - organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits
  - speaking publicly at interviews, press conferences and presentations
  - providing campus with information about new promotional opportunities, current PR campaigns progress, and general campus news.
  - Other general, marketing responsibilities as required. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.
- Ensure the University's image is branded in a manner that is consistent with the Mission, Vision, and Strategy of the University and will support University leadership in the development and implementation of the brand.
- Support the University's internal departments by:
  - Providing support for campus projects as needed/requested, working with department on individual marketing strategies
  - Develop, implement, and maintain a strategic digital marketing plan.
- Any other duties as assigned by the VP Marketing & Enrolment

**Staff Leadership**

For assigned projects and marketing, enrolment or communication campaigns, the Marketing Specialist provides daily leadership and direction to the following employees:

- Digital Media Coordinator
- Enrolment Advisors

**JOB STANDARDS AND REQUIREMENTS****EDUCATION**

- Undergraduate degree in Marketing or related specialization

**EXPERIENCE**

- Minimum of four years' experience in Marketing or Enrolment & Communications
- Experience in an education organization is an asset

**SKILLS & RESPONSIBILITIES**

He/She will need to consistently demonstrate expert and/or proficient level of expertise in the following areas:

- Knowledge in the area of marketing, enrolment, public relations and communications (principles and standards).
- Knowledge of publication design principles.
- Proficient in software applicable to the field, such as InDesign, Illustrator, Photoshop, etc.
- Proficient in editing to include, but not limited to creating and editing press releases and advertisements
- Proficient/expert knowledge and experience in project management and leadership
- Proficient in digital marketing
- Proficient in implementing social media best practices
- Ability to exercise initiative, diplomacy and judgment
- Thrives in a dynamic and collaborative team environment
- Ability to work effectively under pressure and coordinate multiple projects simultaneously to meet deadlines

**EFFORT & ADDITIONAL ATTRIBUTES**

- Work involves a moderate degree of alertness and concentration to complete job tasks.
- Ability to exert light physical effort (up to 5kg) and involves walking, standing, confining or tiring work positions
- Flexibility to work occasional evening and weekend as necessary, some travel as needed
- A member of the Seventh-day Adventist Church and passionate about Adventist Education