

## **THE UNIVERSITY OF WYOMING JOB DESCRIPTION**

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

**Title: MANAGER, MARKETING UW FOUNDATION**

**Reports To:** VP Marketing Foundation

**UW Job Code:** 3888

**UW Job Family:** 3D-Media/Commination/Art

**SOC Code:** 11-2021

**FLSA:** Exempt

**Pay Grade:** 23

**Date:** 7-15-15

**JOB PURPOSE:**

Manage, direct and supervise major marketing, recruiting, promotional publication operations for UW Foundation; design and produce graphics for promotional materials; provide planning, editing, writing, cost estimates, specifications, and negotiations with print vendors; work under very limited supervision. Coordinate and project management of all interactive and static exhibits in the Marian H. Rochelle Gateway Center.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Design and edit publications, brochures, annual reports and related publications & communications.
- Manage the design process and ensure consistent execution of marketing publications, plans and strategies for the UW Foundation.
- Coordinate printing and distribution, and mailing.
- Facilitate all communications with 3<sup>rd</sup> party vendors.
- Review and approve job specifications and layouts.
- Discuss printing requirements with clients.
- Secure and analyze bids: select vendors, approve invoices for payment, and approve final product.
- Maintain graphic standards and oversee consistency of branding marketing efforts; maintain records.
- Design, install, configure, test and troubleshoot the interactive displays in the Gateway Center.
- Mentor and train other staff members to effectively work and troubleshoot displays.

**SUPPLEMENTAL FUNCTIONS:**

- Act as liaison to departments, campus administration and outside agencies.
- Prepare reports and proposals, as directed.
- Serve on division and university committees, as directed.

- Perform other duties as assigned.

**COMPETENCIES:**

- Independence
- Collaboration
- Developing Organizational Talent
- Innovation
- Quantity of Work
- Stress Tolerance

**MINIMUM QUALIFICATIONS:**

Education: **Bachelor's degree**

Experience: **5 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- University policies and procedures.
- Applicable computer and related programs in use in area, such as Microsoft Office programs (Access, Excel, Word, etc.) or other special graphic, publishing, and web software.
- Communication methods, both verbal and written.
- Budget management methods.
- Time management methods and techniques to meet demanding and conflicting deadlines.
- Organization, prioritization, scheduling and project management method and techniques.
- Leadership and teamwork methods and techniques.
- Project supervision methods and techniques.
- Photography methods.
- Procurement methods and techniques.
- Graphics standards.
- Stewardship methods and techniques.
- Follows applicable University, state, federal, and department policies and procedures.
- Problem solves and resolves conflicts while performing development, planning, marketing campaigns, and overseeing assigned programs/events.
- Provide leadership for programs/events and marketing efforts.
- May oversee volunteers and serves as project leader.
- May assist with stewardship efforts, as directed.

**WORKING CONDITIONS:**

No major sources of discomfort, standard office environment.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.