

**POSITION TITLE:** Marketing Specialist  
**DIVISION:** Student Services  
**REPORTS TO:** Marketing Manager  
**CLASSIFICATION:** Exempt  
**POSTING DATE:** February 16, 2018

**INTERNAL/EXTERNAL POSTING**

**SUMMARY:**

The Marketing Specialist will develop marketing campaigns in support of College recruitment goals. Responsibilities may include planning College wide, program specific, and grant funded marketing strategies for print, radio, social media, and related media channels; selecting methods of communications; managing vendor relationship to effectively execute marketing campaigns; and coordinating recruitment and marketing events.

**ESSENTIAL DUTIES:** (include the following. Other duties may be assigned.)

1.	Develops marketing strategies, requests, and campaigns to achieve College, departmental, and grant-related marketing and recruitment goals; duties include, but are not limited to, assessing strategies and processes to check alignment with College brand and goals; coordinating with internal departments to evaluate internal needs; allocating assigned budgets; measuring progress on tasks, projects, and goals; monitoring accuracy and consistency of content; and coordinating with vendors in executing marketing campaigns
2.	Write and edit copy for direct mail projects, digital marketing and web pages; especially for Search Engine Optimization/Marketing; and perform standard troubleshooting procedures to resolve design issues
3.	Develops, implements, and improves communication processes related to recruiting incoming and prospective students, to increase conversion rates; work may involve, but is not limited to, coordinating with internal departments and staff to determine and evaluate communication goals, key messages, and target audience; and choosing and recommending appropriate communication methods
4.	Performs related tasks, including: coordinating and promoting other College and departmental events; taking photographs at events; and executing press releases
5.	Performs other related duties of a comparable level/type as assigned
6.	Produces photography and film clips for marketing assets and/or campus events and features
7.	Designs and creates artwork for the College website, including: reworking, resizing, and converting materials for digital media outlets

This job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**TRAINING AND EXPERIENCE:**

Bachelor's degree in Marketing, Communications or related field and 3 years of equivalent level marketing campaign development experience; or equivalent combination of education and experience.

<p><b><u>KNOWLEDGE:</u></b></p> <ul style="list-style-type: none"> <li>• Marketing principles and practices;</li> <li>• Computers and related software applications;</li> <li>• Social Media marketing practices;</li> <li>• Applicable Federal, State, and Local laws, rules, and regulations;</li> <li>• Methods of preparing related documents;</li> <li>• Budgetary practices.</li> </ul>	<p><b><u>SKILLS:</u></b></p> <ul style="list-style-type: none"> <li>• Developing and implementing marketing and communication plans;</li> <li>• Managing and coordinating the preparation and publication of a variety of marketing, promotional, and/or communication materials;</li> <li>• Preparing clear and concise marketing materials;</li> <li>• Using a computer and related software applications;</li> <li>• Utilizing communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, and others sufficient to exchange or convey information.</li> </ul>
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**PHYSICAL REQUIREMENTS:**

Positions in this class typically require: climbing, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing, and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Walking and standing are required only occasionally.

**APPLICATIONS:**  
 Internal and External applicants complete and submit the online employment application at <https://www.swtc.edu/about/job-opportunities>. For questions regarding the application process please contact Human Resources at [humanresources@swtc.edu](mailto:humanresources@swtc.edu) or 608.822.2314.

**CLOSING DATE FOR APPLICATIONS:** March 4, 2018  
**STARTING DATE:** As soon as possible  
**SALARY BAND:** C42, Range \$47,777 - \$66,888

**BENEFITS/SERVICES:** Our comprehensive benefit package includes the following and much more:

• Health Insurance	• Dental Insurance
• Life Insurance	• Long-Term Disability
• Health Savings Account	• Health Club Access
• Wisconsin Retirement System Contribution	• On-campus day care (hourly rate charged)

**SELECTION PROCESS:** The Review Committee will screen applicants and contact them for an interview. Meeting the minimum qualifications does not assure the candidate an interview. Final candidate’s employment offer will be subject to completion of a criminal background check and pre-employment drug screening.

Southwest Tech does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The Equal Opportunity/Affirmative Action Officer has been designated to handle inquiries regarding non-discrimination policies. Call 800-362-3322, Ext. 2315 (TDD: 608-822-2072) or write Southwest Tech, 1800 Bronson Blvd., Fennimore, WI 53809.