Assistant Director of Marketing

Summary:
In coordination with Director of Communication and Enrollment Services, develops and implements strategic marketing plan, for all university degree programs. Provides marketing assistance and support as needed to other university departments.

Essential Duties and Responsibilities:

- Along with Director of Communication and Enrollment Services, assists in creation of all strategic marketing plans and management of marketing budget.
- Responsible for lead generation and database marketing.
- Plans and coordinates all marketing efforts across various media: internet, print, radio, outdoor.
- Primary responsibility for ensuring excellence and effectiveness of university website and its ability to communicate institutional brand.
- Assists in developing and keeping current all printed collateral and digital content.
- Successfully manage team of Communications professionals to accomplish departmental goals.
- Responsible for collecting and analyzing data from Admissions and other University departments in order to evaluate current marketing initiatives.
- Works with other Communications and University department personnel to identify opportunities for promotion and public relations activities.
- Coordinates efforts of outside agencies to advance strategic marketing goals.
- Plans and conducts research (focus groups, surveys) to evaluate effectiveness of marketing initiatives.
- Monitors and investigates new market trends in order to recommend strategy adjustments.
- Other duties may be assigned.

Supervisory Responsibilities:
Graphic Designer, Public Relations Specialist and Webmaster report to this position.

Qualifications:
- A bachelor's degree in Marketing, Communication, or related field is required.
- 3-5 years experience with specific knowledge of internet marketing preferred
- Excellent written, verbal and presentation skills.
- Computer literate, strategic and creative thinker, able to manage multiple projects simultaneously.

To apply please forward your resume to:
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