JOB DESCRIPTION
The UNIVERSITY of OKLAHOMA

Marketing Manager

Job Code: 3084

Salary Grade: S10

FLSA Status: Exempt

Job Family: Organizational Administration

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Job Responsibilities

Manages the marketing strategies, marketing communications, public relations activities, and any activities associated with the development and promotion of marketing and public relations publications, campaigns, and projects.

- Responsible for planning and managing a contemporary, comprehensive, and proactive marketing and communication's strategy.
- Leads others in brainstorming, strategy, content creation, community management, reporting, and analysis.
- Oversees all communications, to include but not limited to print, spoken, electronic, and social media by creating compelling and dynamic content.
- Manages the creation of visual assets to ensure the university's strategic priorities are communicated well.
- Directs advertising campaigns to include negotiating ad buys and other marketing pieces.
- Assists in the formulation, interpretation, and evaluation of policies and procedures.
- Supervises staff, to include but not limited to hiring, training, evaluating performance and disciplining.
- Performs various duties as needed to successfully fulfill the function of the position.

Minimum Requirements

Education:

Required: Bachelor's degree in Communications, Marketing, Public Relations, or related field.

Equivalency/Substitution: Will accept 48 months of related experience in lieu of the Bachelor's degree for a total of 96 months related experience.

Experience:

Required: 48 months in marketing, public relations, communications or related experience.

Required Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Well-versed in copy writing, graphic design, new media, brand management
- Digitally fluent and comfortable learning new digital technologies
- Demonstrated knowledge of historically proven media/communications tactics
- Strong initiative to solve problems
- Ability to work well with interdepartmental teams and initiatives
- Detail oriented for accuracy of data and information
- Highly organized and ability to handle multiple projects and meet deadlines
- Ability to supervise staff and communicate directions and expectations effectively

Working Conditions

Physical:
Must be able to communicate effectively and sit for prolonged periods. Ability to engage in repetitive motions. Use of a computer.

Environmental:
Standard Office Environment. Frequent exposure to pressure caused by deadlines and busy periods. Ability to work effectively with a wide range of constituencies. Requires contact with other departments and University officials.

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