Recruitment Marketing Specialist

Position Information

**Working Title:** Recruitment Marketing Specialist  
**UW System Title:** Marketing Specialist

Essential Job Functions

This position reports to the Admissions Marketing & Visit Manager and contributes to strategy development and implements marketing projects in support of institutional or unit marketing goals. In this role, the selected candidate will have a specific focus on recruitment marketing through print, website, email and other digital media.

This position includes the following responsibilities:

- Develops, implements, and maintains strategic marketing plans based on research and established strategies.
- Develops, implements, and disseminates marketing materials through various communication mediums utilizing appropriate technologies and techniques.
- Collects, analyzes, prepares, summarizes, and disseminates data and trends relevant to ongoing or future marketing activities.

Qualifications

**MINIMUM QUALIFICATIONS:**
- Bachelor’s degree at time of application
- 1 year experience in marketing and/or communications in a corporate or educational environment

**PREFERRED QUALIFICATIONS:**
- Master’s degree
- Experience with PeopleSoft software
- Experience with CRM software
- Experience in Admissions or marketing
- Experience with Excel and/or other data reporting applications

The successful candidate will be expected to work inclusively and respectfully within a diverse campus community and practice civility in the workplace. The University welcomes applicants who are dedicated to the appreciation and promotion of inclusivity and equity as crucial components in the pursuit of organizational excellence.
In addition, the successful candidate will have excellent oral, written, interpersonal, and organizational skills, demonstrated integrity and strong leadership, and the willingness to work independently and as part of a collaborative team. The University invites applicants who are dedicated to enriching the quality of life for students and the community by embracing the educational value of diversity, promoting environmental sustainability, encouraging engaged citizenship, and serving as an intellectual, cultural, and economic resource.

**Conditions Of Appointment**

Position is a full-time Academic Staff appointment. This position may have the option to work on-campus or a hybrid schedule subject to approved telecommuting request. Official transcripts of the highest degree achieved will be required of finalist(s). A criminal conviction investigation will be conducted on the finalist(s). In compliance with the Wisconsin Fair Employment Act, the University does not discriminate on the basis of arrest or conviction record.

All final candidates must be asked, prior to hire, whether they have been found to have engaged in, are currently under investigation for, or left employment during an active investigation in which they were accused of sexual violence or sexual harassment. When obtaining employment reference checks, these same sexual violence or sexual harassment questions must also be asked.

The University of Wisconsin-Green Bay does not offer H-1B or other work authorization visa sponsorship for this position. Candidates must be legally authorized to work in the United States at the time of hire and maintain work authorization throughout the employment term. If you have questions regarding this, please contact Human Resources.

**Salary**

Salary range of $42,000-$45,000.

This position is exempt from the overtime provisions of the Fair Labor Standards Act (FLSA).

**BENEFIT DETAILS**

The UW System provides an excellent benefits package to meet the diverse needs of its employees. This includes several health insurance options, with annual deductibles as low as $250/individual and $500/family. Our benefits package also includes dental,
vision, several life insurance options, AD&D and Accident insurance and Flexible Spending and Health Savings Accounts. We participate in the Wisconsin Retirement System (WRS), where employer contributions begin immediately and employees are fully vested after 5 years of service. The UW System also provides supplemental retirement savings programs including a 403(b) and Deferred Compensation.

In addition, employees receive several types of paid leave benefits, which are prorated for employees working less than 100%. This includes 9 legal holidays, 36 hours of personal holiday and between 96-130 hours of sick leave annually. Employees earn 13-27 days of vacation each year, depending on years of service and employment type.

For more details, please review the benefit quick guide linked below.

- UW System Employee Benefits Brochure
- Faculty, Academic Staff, and Limited Quick Guide
- Total Compensation Estimator

To Apply

STEP 1: Please select the applicable link below:

External Applicants: (NOT currently employed by the University of Wisconsin System)
Internal Applicants: (Currently employed by the University of Wisconsin System)

STEP 2: From "Search Jobs" screen,
- Click "View All Jobs"
- Select "Recruitment Marketing Specialist"
  - You must login before you can apply. Input your "User Name" and "Password" and select "Sign In."
  - If you have not yet registered, click "Register Now" to begin the registration process.

STEP 3: Submit application materials:

Please be sure to complete all required fields, and include all required documents before submitting your application. Once submitted, you will not be able to edit or attach any application materials. Files must be complete to be considered. Please include the following documents:

- Cover letter that specifically addresses qualifications for the essential job functions
- Resume
You must select "Submit" to forward your application materials to the search committee.

If you have any questions, need accommodations, or submitted your application with missing materials, call or email:

Becky Haeny
Phone: (920) 465-2603
Email: haenyr@uwgb.edu

Application Deadline

To ensure consideration, please submit application materials by **Sunday, July 31, 2022**.

Note: The University of Wisconsin System will not reveal the identities of applicants who request confidentiality in writing, except that the identity of the successful candidate will be released. See Wis.Stat. sec. 19.36(7).

For more information regarding the University of Wisconsin-Green Bay and the surrounding area, see our Campus and Community section. For Campus Safety information see our University Police website and our Annual Security Report (for a paper copy please contact the Office of Human Resources at (920) 465-2390). This report includes statistics about reported crimes, as well as information about crime prevention and campus security policies and procedures.

The University of Wisconsin-Green Bay is an Affirmative Action Equal Employment Opportunity employer committed to achieving a diverse workforce and to maintaining a community which welcomes and values a climate supporting equal opportunity and difference among its members. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender and/or gender identity or expression, marital or parental status, genetic information, national origin, ethnicity, citizenship status, veteran or military status (including disabled veteran, recently separated veteran, other protected veteran, or Armed Forces service medal veteran status), age, or disability.