Communications + Marketing Coordinator

The Student Services Communications + Marketing Coordinator is responsible for providing strategic and creative direction for undergraduate biology student communications utilizing an equity lens.

Principal Duties and Responsibilities:

- Develop, coordinate and produce creative marketing collateral identities and comprehensive communication materials for CBS Student Services (brochures, posters, email campaigns, videos, media toolkits, social media content, annual reports, customized graphics, etc.)
- Oversee all marketing initiatives to ensure assets contribute to identity and review materials for accuracy, continuity and proofread documents for cohesion
- Utilize website as a primary digital tool to communicate with undergraduate students
- Collaborate with collegiate communications team to shape marketing and communications strategy for CBS undergraduates, with an emphasis on Student Services programs and activities, inclusive language and imagery, and adherence to accessibility standards
- Design and conduct user experience research to inform strategy and tactics
- Remain current on marketing and communication trends and technology for Gen Z audiences
- Develop strategies to effectively communicate with prospective CBS students and families
- Lead recruitment strategies and processes to enhance the yield of admitted first-year students to CBS, including planning for large-scale signature recruitment events
- Commitment to identifying, challenging, and removing barriers to access at the individual, community, and system level through a racial equity and social justice lens

Minimum Qualifications:

- Bachelor’s degree in Communications, Graphic Design, Marketing or related field and at least four years of experience
- Demonstrated design skills and verbal and written communications abilities
- Proven ability to manage multiple and simultaneous projects and activities and meet deadlines
- Thorough understanding of equity and accessibility in the creation of communication materials
- Proficient in Adobe Suite Programs, familiarity with HTML and experience updating websites and using email marketing platforms, such as Mailchimp or Salesforce.

Apply at umn.edu/jobs and enter Job ID#345537
Anticipated Salary: $50,000 - $60,000