

Univ of Illinois Springfield: Asst Dir Marketing for Online and Graduate Recruiting - New Position Featured on multicultural.com

MMRNews is pleased to announce a new position now featured on Multicultural Marketing Resources' Career Center at multicultural.com: **Assistant Director of Marketing for Online and Graduate Recruiting at the University of Illinois Springfield.**

View the description full description [here](#) or read on below.

Company: University of Illinois Springfield

Location: Springfield IL

Reporting to the UIS Director of Marketing, the **University of Illinois Springfield Assistant Director of Marketing for Online and Graduate Recruiting** assists the university's marketing operation by providing operational leadership in the office's efforts as they pertain to the direct recruitment and yield of prospective online and graduate students. The person in this position is responsible for developing new marketing strategies and processes for recruitment that reflect high impact practices in the industry for identifying, recruiting, and yielding these special categories of student prospects.

Duties and responsibilities include:

- Employing high impact practices from the industry, develop new marketing recruitment initiatives for UIS that support both the Chancellor's and the System's objectives for growth and visibility, as well as supervise and implement such efforts. Submit an annual timeline of strategies and campaigns to the Director of Marketing for approval, and execute the strategies on time and on budget.
- Be responsible for all conceptualization and content creation - writing, and design oversight of supportive materials needed, print and electronic. Measure, analyze, and report on all efforts for success/progress, revising as needed.
- Provide concept development and logistical leadership for yield efforts and events that support online and graduate recruitment. Participate in all committees and task forces that focus on recruitment of these market segments.
- Be responsible for initiating and implementing efforts on lead generation and lead nurturing that may include digital advertising, social media, event planning, website content development, alumni and student profile development, communication map implementation, and other tactics; working directly with outside vendors as needed.
- Ongoing confidential handling of student records in the course of the work. Utilize the UIS customer relationship management software program for delivery of marketing materials, relationship-building efforts, and management of student recruitment data. Work with University-sanctioned content management software to provide website content development for

- various campus entities, including academic departments.
- Other duties as assigned.

Minimum requirements: Master's degree in marketing, English, communication, journalism, business, or related field. A minimum of 3 years of experience in direct responsibility for marketing-related activities that include but are not limited to writing, publications development, video production, event planning, development of marketing strategies, and working with outside vendors.

Preferred Qualifications:

Experience in higher education marketing, higher education market research, Word Press or similar website content management software. Experience in Banner, Slate, or similar customer relationship management software.

Application period closes February 8, 2018. Screening of applications begins February 9, 2018 and will continue until position is filled. The University of Illinois Springfield is an affirmative action/equal opportunity employer. Women, minorities, veterans, and persons with disabilities are encouraged to apply.

To apply: Online applications are accepted at <https://jobs.uis.edu/>. Submit official graduate transcripts, resume, a letter of application describing qualifications and experience, writing and/or publications samples (electronic portfolio or web site link is acceptable), and list of 3 references (with phone number & email addresses).

About this newsletter MMRNews and Candidate Services from Multicultural Marketing Resources

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