**Job Posting Title:** Marketing Administrator (Publicity/Marketing Administrator, UCP 6), CT Small Business Development Center. UConn School of Business

The School of Business Connecticut Small Business Development Center is seeking a full-time Marketing Administrator (Publicity/Marketing Administrator), UCP 6. The incumbent will report to the SBDC State Director and will be responsible for publicity and marketing activities designed to promote SBDC Programs, events or services aimed at enhancing client recruitment, stakeholder and funder support, and overall acceptance and support for the program among the business, civic, academic and public community. The position will be based in East Hartford, CT. Evening, weekends and in-state and out-of-state travel will be required in support of center activities.

**Duties and responsibilities include but are not limited to:**

* Planning cost-effective marketing strategies and promotional campaigns designed to promote brand awareness, generate requests for assistance inquires and enhance understanding of the program’s value within the entrepreneurial and small business support system.
* Working collaboratively to support achievement of the center’s goals and objectives.
* Maintaining working relationship with the public media to promote coverage of the center; arranging feature articles, media coverage, interviews, and related activities.
* Managing and updating content of program website and related electronic communication such as newsletters, email campaigns, partnered projects with UConn, etc.
* Evaluating the effectiveness of website and electronic communications for recruitment and education purposes; generating and distributing reports of marketing effectiveness for each program campaign.
* Designing, maintaining, updating and editing existing marketing material.
* Writing copy for press releases, public service announcements, informational listings, etc.
* Developing and maintaining marketing templates for newsletters, web pages, signs/posters, etc.
* Coordinating with the School’s IT Department to train departmental staff in use of HTML and website content management tool.
* Researching new electronic marketing technologies.
* Attending conferences and events in support of center activities.
* Supervising student staff, interns or volunteers engaged in marketing or publicity projects as assigned.

**Minimum Qualifications**

* Bachelor’s degree in communications, marketing, information technology, web development, graphic design or related field OR equivalent combination of experience and training.
* Two to five years of experience in marketing, publicity, website development or related field.
* Demonstrated experience developing audience-appropriate and effective web content, marketing materials, advertisements, newsletters and other promotional material.
* Demonstrated experience using social media outlets for marketing and outreach in support of a professional organization.
* Demonstrated experience with HTML, CSS and Flash or similar programs.
* Demonstrated proficiency with Adobe PhotoShop, Illustrator or similar programs and creating graphics for web use.
* Demonstrated excellent writing and editing skills.
* Demonstrated excellent verbal and interpersonal communication skills and experience effectively interacting with staff, supervisors, clients and business partners.
* Demonstrated experience working collaboratively as part of a team.
* Proven excellent technical knowledge, creative abilities and problem solving skills.
* Demonstrated experience working independently and accurately, taking initiative and exercising sound judgement when making decisions.
* Demonstrated experience with prioritization, supervision, multi-tasking and meeting deadlines.
* Willingness and ability to work evenings, weekends and travel in-and-out-of-state as needed in support of center activities.

**Preferred Qualifications**

* Bachelor’s degree in communications, marketing, information technology, web development, graphic design.
* Proven experience and competence in designing and implementing databases for use in dynamic web applications.
* Familiarity with JavaScript ASP, ASP.NET and SQL or similar programs.
* Prior experience working in a higher education environment.
* Prior experience evaluating and reporting on marketing effectiveness.
* Experience supporting entrepreneurial initiatives or working in an entrepreneurial environment.

**Appointment Terms**

This is a full-time, 12-month, annually renewable position with excellent benefits based in East Hartford, CT.

**To Apply**

Please apply online at UConn Jobs at [www.jobs.uconn.edu](http://www.jobs.uconn.edu), Staff Positions to submit a **letter of application**, **resume**, and the names and contact information of **three professional references**. Employment of the successful candidate is contingent upon the successful completion of a pre-employment criminal background check. (Search # 2017476)

This job posting is scheduled to be removed at 11:59 p.m. Eastern time on April 7, 2017.

All employees are subject to adherence to the State Code of Ethics which may be found at <http://www.ct.gov/ethics/site/default.asp>.

The University of Connecticut is committed to building and supporting a multicultural and diverse community of students, faculty and staff. The diversity of students, faculty and staff continues to increase, as does the number of honors students, valedictorians and salutatorians who consistently make UConn their top choice. More than 100 research centers and institutes serve the University’s teaching, research, diversity, and outreach missions, leading to UConn’s ranking as one of the nation’s top research universities. UConn’s faculty and staff are the critical link to fostering and expanding our vibrant, multicultural and diverse University community. As an Affirmative Action/Equal Employment Opportunity employer, UConn encourages applications from women, veterans, people with disabilities and members of traditionally underrepresented populations.