

Communications Manager (Publicity/Marketing Administrator)

JOB SUMMARY

The Connecticut Small Business Development Center (CTSBDC) is seeking a full-time Communications Manager (Publicity/Marketing Administrator). The incumbent will report to the CTSBDC State Director and will be responsible for communications and marketing for a statewide program providing technical assistance and resources to small businesses and entrepreneurs seeking to start businesses. The position is also responsible for creating innovative content and impactful stories highlighting CTSBDC's value to Connecticut's small business owners and entrepreneurs while bringing to life the CTSBDC services. The position is based in East Hartford, CT. Evening, weekends, and in-state and out-of-state travel are required in support of center activities.

DUTIES AND RESPONSIBILITIES

Include but are not limited to:

- Planning, developing, and implementing cost-effective marketing campaigns and projects for the CTSBDC across multiple channels including web, social media, and print, designed to promote brand awareness, generate client requests, and enhance understanding of the program's value within the entrepreneurial support system.
- Creating a strategic approach to webinar planning, helping develop a schedule for webinars, and coordinating the outreach, content, and marketing of webinar events. Helping secure webinar delivery partners or sponsors.
- Creating original content (video/photography, writing, social, graphic) across a wide range of business topics and industries designed to promote and/or inform target audiences about the work and impact of CTSBDC.
- Writing and updating copy for press releases, public service announcements, social media posts, email/newsletters, website, etc.
- Supervising student staff, interns, or volunteers engaged in marketing or publicity projects as assigned.
- Providing project management for a variety of projects – web, video, print, and digital.
- Managing relationships with media contacts; pitching and placing stories across all media platforms.
- Maintaining organization website; updating and refreshing content as required to ensure accuracy.
- Assuring consistent application of CTSBDC branding and messaging, including requirements of federal and state funders and the host university.
- Assisting in planning and implementing special events, including but not limited to the annual SBDC Day event; supporting from the communications side.
- Managing outside vendor proposals and agreements for advertising or marketing-related work, as required.
- Designing, maintaining, updating, and editing new and existing marketing material, as required.

- Researching and keeping aware of new electronic marketing technologies and trends. May perform marketing studies to evaluate effectiveness, including cost-effectiveness, of promotional efforts.
- Attending conferences and events in support of CTSBDC activities.

MINIMUM QUALIFICATIONS

- Bachelor's degree in communications, marketing, journalism, digital media, graphic design, or related field.
- Four to five years of experience in marketing, publicity, multimedia production, journalism, or related field.
- Experience with video production.
- Demonstrated experience developing audience-appropriate and effective multimedia content, marketing materials, advertisements, newsletters, and other promotional material.
- Demonstrated success in writing, editing, pitching, and placing earned media.
- Demonstrated proficiency with Adobe Creative Suite (Photoshop, PremierePro, Illustrator, etc.) or similar software.
- Demonstrated experience with WordPress, HTML, or other equivalent web platforms.
- Demonstrated experience using and managing multiple social media channels, specifically Facebook, Instagram, Twitter, LinkedIn, and YouTube for marketing and outreach in support of a professional organization.
- Demonstrated excellent interpersonal communication skills. Ability to present CTSBDC to small and large groups, individual stakeholders, and government officials. Ability to gain input from staff and keep them informed of strategic initiatives. Experience effectively working collaboratively as part of a team.
- Demonstrated experience working independently and accurately, taking initiative, and exercising sound judgment when making decisions.
- Demonstrated experience with prioritization, supervision, multitasking, 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

- Experience using databases and data for marketing and communications.
- Demonstrated proficiency in video filming, production, and editing.
- Prior experience supporting sales or consulting teams.
- Prior experience evaluating and reporting on marketing effectiveness.
- Experience supporting entrepreneurial initiatives or working in an entrepreneurial environment.

APPOINTMENT TERMS

This is a 12-month, full-time, end-dated position subject to annual renewal. Position is based out of East Hartford, CT.

TERMS AND CONDITIONS OF EMPLOYMENT

Employment at the University of Connecticut is contingent upon the successful candidate's compliance with the [University's Mandatory Workforce COVID-19 Vaccination Policy](#). This Policy states that all workforce members are required to have or obtain a Covid-19 vaccination as a term and condition of employment at UConn, unless an exemption or deferral has been approved.

Employment of the successful candidate is contingent upon the successful completion of a pre-employment criminal background check.

TO APPLY

<https://jobs.hr.uconn.edu/en-us/job/495812/communications-manager-publicitymarketing-administrator>

Please apply online at <https://hr.uconn.edu/jobs>, Staff Positions, Search #495812 to upload a **resume, cover letter**, and contact information for **three (3) professional references**.

This job posting is scheduled to be removed at 11:55 p.m. Eastern time on November 22, 2021.

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.