JOB TITLE: Marketing/Communications Specialist

REPORTS TO: Director of Communication for Tech Parks Arizona

Employee Classification: Non-Exempt-Hourly

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JOB SUMMARY

The Marketing/Communication Assistant will assist the Director of Communication in fostering the mission and outreach of the University of Arizona Tech Park, University of Arizona Tech Park at The Bridges, and the University of Arizona Center for Innovation. Tech Parks Arizona creates the place, environment and interactive ground that generates, attracts and retains technology companies and talent in alignment with the research mission and goals of the University of Arizona.

DUTIES & ESSENTIAL JOB FUNCTIONS

The Marketing/Communications Assistant duties include:

• Maintain the consistency and relevance of the Tech Park website
• Develops monthly newsletters
• Update lists:
  o Tenant list bi-monthly
  o Monthly startup list
  o Media outreach list
  o Newsletter distribution list
• Manage media clips for the University of Arizona Tech Park, University of Arizona Tech Park at The Bridges, and the University of Arizona Center for Innovation
• Take photos and maintain organized photo library
• Manage public relations/marketing material
• Assist Director with press releases, stories, common messages, etc
• Review and edit documents, such as emails, flyers, marketing materials, etc
• Manage social media updates-posting, creating content, calendar, and increase followers
• Track impressions and report on media, newsletters, social posts, and website analytics
• Works closely with team members on marketing the Tech Parks and the University of Arizona Center for Innovation, ensuring a unified message
• Assist Director of Communications in initiating marketing campaigns for organization and continual tracking and reporting of results
• Assist in developing brand ambassador program, including talking points and presentation, and continual maintenance and updates
• Track past, current and future ad placements and determine financial feasibility
• Assist Director in direct email, online marketing, and generating leads
• Performance of additional job duties as assigned
QUALIFICATIONS/REQUIREMENTS/SKILLS

• Ability to learn Drupal-the website platform
• Willingness to take risks
• Working 40 hours/week, on occasion role may require weekend, after hours, or extended work weeks to accomplish deadlines and goals.
• Proficiency in Microsoft Office Suite
• Well-developed communication skills, including the ability to use effective listening and verbal communications skills, the ability to communicate with people at all levels and the ability to write effective business correspondence
• Well-developed time management skills, including the ability to identify, prioritize and complete tasks and projects in an effective and timely manner
• Ability to learn and apply database management software as needed
• Ability to deal tactfully with people and develop good negotiations and conflict resolution skills
• Sound analytical and organizational skills
• Ability to make good, independent decisions and be able to effectively manage high profile projects simultaneously
• Presents a highly professional and positive image at all times
• Ability to work on a team