



I ILLINOIS

Extension

COLLEGE OF AGRICULTURAL, CONSUMER & ENVIRONMENTAL SCIENCES

Marketing and Communications Manager

POSITION OVERVIEW

The Marketing and Communications Manager serves as a regular, full time, 12-month position with primary responsibility for strategically executing projects that enhance Extension's brand and deepens our impact among key audiences across the state of Illinois. The Marketing and Communications Manager will lead the execution of a portfolio of marketing and communications projects, including development of event promotions, press releases and feature stories, branding activities, website management, media relations, and performance analytics. This position will coordinate input from a variety of stakeholders, synthesize feedback to develop customized plans and strategies designed to achieve targeted outcomes, and work with a diverse team of communications, marketing, and design professionals. The ideal candidate for this position will have exceptional writing and project management skills.

One full time position is available

Location: Urbana-Champaign Campus

This is a security-sensitive position. Comprehensive background checks, including but not limited to a criminal conviction information check, a CANTS check, and a review of the Registered Sex Offender list, will be conducted.

RESPONSIBILITIES

- Manage administration of strategic marketing and communications priorities including the creation of appropriate written plans and documentation.
- Oversee Extension brand identity in relation to its use across all 27 Extension units, including monitoring adherence to brand guidelines provided by Extension and the University of Illinois.
- Supervise production of strategic messaging materials and processes that can be replicated in all 27 Extension units to improve organizational efficiency, such as marketing collateral materials, letterhead, marketing templates, PowerPoint templates, and website standards and processes.
- Collaborate with Extension communications staff to identify, design, and deliver professional development experiences for salaried and civil service staff located throughout the state with the goals of increasing staff efficiency and marketing and communications effectiveness.
- Manage assignment of projects within the team project management system, ensuring deadlines are tracked and projects are delivered on time; Coordinate use of communications team staff time needed to support delivery of projects as outlined in project scope documentation.
- Provide guidance about adoption and adaptation of emerging marketing and communications trends
- Write feature stories and press releases for websites and newsletters.
- Coordinate annual impact reporting efforts for Extension and all unit and program areas.
- Lead content development efforts for Extension's vast web presence, including providing feedback and training to field staff who work on unit and program area websites.
- Provide content and story leads for use on multiple social media platforms, including Facebook, Twitter, Instagram, YouTube, and Pinterest.

APPLICATION DUE

November 20, 2019

PROPOSED START DATE

As soon as possible after the closing date

SALARY

Commensurate with experience

TO APPLY

Go To:

<http://go.illinois.edu/124247>

Log in to your account and upload a cover letter and resume, as well as the names and contact information of three professional references.

MORE INFORMATION

The position is a full-time, benefits-eligible, civil service Marketing Associate position appointed on a 12-month service basis.

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- Provide regular updates regarding the performance of marketing and communications campaigns, including print, digital, and social performance metrics; develop appropriate reporting mechanisms to facilitate easy and regular analysis of campaign and tactical performance.
- Implement policies and guidelines that govern content accuracy and branding standards set by Extension and the university.
- Supervise two media communications coordinators, extra help staff, and student interns assigned to marketing and communications projects. Conduct performance reviews, provide real-time feedback on project quality and administration, set learning and development goals, and provide supportive and corrective action when needed.
- Establish and maintain relationships with appropriate agricultural, environmental, mainstream, and trade news organizations and reporters.
- Craft and pitch stories to local, regional and statewide media outlets.
- Coordinate participation of campus, college, and unit faculty and staff in interviews with the press.
- Develop and deliver media training as needed for individuals and groups across the Extension system.
- Mentor and provide guidance to other members of the marketing and communications team, especially communications coordinators and interns.
- Comply with all University of Illinois Extension Affirmative Action/Equal Opportunity policies and guidelines; assists Unit staff with data collection for Affirmative Action, Gender, and Targeted reports.
- To perform the functions of this position, the employee will be required to perform work both within an office and outside in the communities that are served, and must have the capability to travel from one location to the other in a timely fashion. Employee is responsible for securing personal transportation. A valid driver's license is preferred. Some work will be required during evenings and/or weekends. When working, the employee may be exposed to a variety of environmental factors to include, but not limited to, hot or cold weather, exposure to noise and allergens, and uneven ground. In performing the functions of this position, the employee may be subjected to various mental and physical demands as well to include, but not limited to, independently traveling to and performing work at different locations, lifting and moving items that may occasionally weigh up to forty (40) pounds and frequently weigh up to twenty (20) pounds, and twisting, pushing and pulling movements. More detailed information regarding the functions of this position (including the physical, mental and environmental requirements of the position) may be obtained from Human Resources for the College of Agricultural, Consumer and Environmental Sciences (ACES) by contacting hr@aces.illinois.edu.

QUALIFICATIONS: REQUIRED:

- Bachelor's degree in communications, marketing, journalism, business, or similar field.
- Minimum of five years of experience in writing, communications planning, and project management.

The University of Illinois conducts criminal background checks on all job candidates upon acceptance of a contingent offer.

The University of Illinois is an Equal Opportunity, Affirmative Action employer. Minorities, women, veterans, and individuals with disabilities are encouraged to apply. For more information, visit go.illinois.edu/EEO.

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PREFERRED:

- Experience working in an academic research and instructional setting.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Demonstrated skills in interviewing, writing press releases, news articles, and feature stories, and writing for the web and other digital distribution channels.
- Ability to manage multiple projects simultaneously.
- Ability to work well with diverse people in a team environment.
- Ability to work under pressure and to adhere to established deadlines.
- Demonstrated fluency with the scientific research process and relevant scientific concepts. Familiarity with sources of online scientific information strongly desired.
- Excellent knowledge of spoken and written English for editing and creating correspondence, storytelling, and report generation.
- Excellent interpersonal and communication skills.
- Knowledge of Windows desktop computer applications strongly desired.

APPLICATION PROCEDURE:

To apply for this position, please create a candidate profile at <https://go.illinois.edu/124247> and upload a cover letter, resume (months and years of employment must be included), and academic credentials (transcripts - unofficial are accepted, or diploma) by **November 20, 2019**. If you already have a profile, you will be redirected to that existing profile via email notification. Please be sure to address how you meet each requirement of the position in your cover letter and/or resume. To complete the application process:

- Step 1) Submit the Staff Vacancy Application.
- Step 2) Submit the Voluntary Self-Identification of Disability forms.
- Step 3) Upload your cover letter, resume (months and years of employment must be included), and academic credentials (unofficial transcripts or diploma may be acceptable) and names/contact information for three references.

An online application will require names and contact information including email addresses for three references. In order to be considered as a transfer candidate, you must apply for the position. Applications not submitted through this website will not be considered. For further information regarding application procedures, you may contact Ashley Grilo (ashleyg@illinois.edu).