



University of Great Falls

Position Title: Assistant Director of Marketing and Communications

The University of Great Falls (UGF), founded in 1932, is a four-year, private, Catholic liberal arts university located in Great Falls, Montana. The University of Great Falls is a ministry of Providence Health and Services (PH&S), sponsored by Providence Ministries. The University has an enrollment of 1,000 students and offers bachelor's and master's degrees in a variety of professional and liberal arts programs. Students are prepared for careers as well as lives of meaning, purpose, and service. Applicants must possess a personal philosophy compatible with a Catholic university environment.

Wage Category: Full-time, benefit eligible, non-exempt
Current Department: Marketing and Communications
Supervisor: Executive Director of Marketing and Communications

General Position Responsibilities:

- Assist in the development and implementation of marketing plans for University programs, initiatives, and events.
- Handle day-to-day content management and develop creative campaigns for website, social media, and other electronic communications.
- Conceptualize, write, edit, and proofread print publications to support admissions, alumni, advancement, and other key areas of the University.
- Assist in the planning, development, and implementation of communications aimed at an internal audience.
- Conduct marketing research including focus groups and surveys, and prepare reports of results; track web and social media analytics.
- Write and edit news releases, features, profiles, and other editorial for print and online communications
- Assist in pitching stories to media, track media coverage, and maintain contacts lists.
- Ensure adherence to university brand standards and editorial guidelines for print and electronic communications.
- Work closely with faculty, staff, students, and others to develop and convey the university's brand, mission, vision, and core values.
- Supervise student assistants, as needed.
- Other duties as assigned.

General Position Requirements:

- Excellent interpersonal, written, and organizational communication skills required.
- Experience writing, editing, and proofreading for both print and electronic media.

- Familiarity with communications and marketing technology including emerging channels and the latest trends.
- Ability to interact effectively with administration, staff, peers, faculty, and students in a professional, courteous and cooperative manner.
- Ability to plan, meet deadlines, and handle multiple priorities.
- Ability to think creatively and solve problems.
- Ability to work professionally and discreetly with confidential information.
- Ability to work independently and organize the different duties that must be accomplished.
- Ability to accomplish duties in an accurate, effective, efficient, and timely manner.
- A commitment to the philosophy, mission, core values, and goals of the University and PH&S, including:
 - The University's mission, as a private Catholic liberal arts institution that prepares students for living and for making a living.
 - The ability to integrate values of justice, respect, compassion, excellence, and stewardship into programs and services.
 - Previous work record demonstrates personal integrity, veracity, and trust.

Required experience and education:

- Bachelor's degree required.
- Three years' related professional experience required.
- Working knowledge of MS Office (Word, Excel, PowerPoint, Outlook) required.

Preferred experience:

- Bachelor's degree in Communications, Marketing, Journalism, English, or related field preferred.
- Two years' experience handling web content management and social media preferred.
- Experience working in higher education or a non-profit environment preferred.
- Ability to handle basic photography needs preferred.
- Working knowledge of Adobe Creative Suite preferred.

Working Conditions:

- Generally pleasant.
- May be subject to frequent interruptions.

Must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER
COVERED BY THE MONTANA VETERANS' AND HANDICAPPED PERSONS'
EMPLOYMENT PREFERENCE ACT

Please submit a resume, cover letter, three writing samples, and three professional references to ugf.hr@ugf.edu or Human Resources, University of Great Falls, 1301 20th Street South, Great Falls, MT 59405.