

Kristin Goosen
Assistant Director, Marketing and Communications
Supervisor: Kristine Sikora
Supervisory: Student Assistant

JOB SUMMARY

The Assistant Director of Marketing and Communication works directly with the Associate Dean and Director of Recruitment to develop, implement, and manage new and ongoing Graduate School marketing, communication, and recruitment efforts. The Assistant Director of Marketing and Communication will lead both internal and external marketing and communications strategies, contributing to the Graduate School's goals around increasing and improving student and postdoctoral scholar recruitment and support, while also elevating the national and international reputation of the programs and University. The Assistant Director of Marketing and Communications is responsible for serving as a centralized resource for graduate programs, staying up to date on campus policies, communication and marketing initiatives, and guidelines, and providing graduate programs with guidance and advise about best practices in marketing, branding, communications, and advertising to graduate programs.

KEY RESPONSIBILITIES

Marketing & Communications

- Develop, execute, and optimize the Graduate School internal communications strategy (i.e., announcements from the Deans, newsletters, event flyers, research trainee achievement announcements, Career Development Office events advertisement, and Postdoctoral Office updates, etc.) to engage with the CU Anschutz research community and campus partners and inform them about changes in graduate school policies, initiatives, support services, and scholar achievements.
- Develop and execute an annual process for assessing marketing and recruitment strategy for each graduate program utilizing strategies such as marketing plans and SWOT analyses.
- Ensures compliance with CU Anschutz branding in all social media, media relations, and other strategies and executions.
- Develop and create unique graduate program marketing and media content (such as trainee and alumni testimonials, trainee stories, and faculty research highlights).
- Develop and update graduate program and graduate school marketing materials (such as flyers, brochures, digital and print ads, etc.)
- Manage and develop content for social media accounts.
- Assist in developing advertising campaigns for graduate programs.
- Develop and manage Graduate School Salesforce and Marketing Cloud license and mailings.

Recruitment

Graduate School Staff – Summer 2023

- Develop, execute, and optimize the external Graduate School marketing and communications strategy to advertise CU Anschutz graduate programs and educational opportunities to prospective students, scholars, and advisors.
- Assist with recruitment event planning and staffing.
- Develop and manage Slate CRM mailings and prospective student database.

Leadership

- Ensure Graduate School communications and marketing strategies adhere to university policy and incorporates relevant and effective tools and platforms.
- Professional administrative support to Associate Dean and Director of Recruitment and Marketing, acting on the Director's behalf when necessary.
- Supervise and assign duties to Student Assistant for Communications.
- Work in collaboration with other campus communications and marketing professionals to ensure Graduate School representation in campus-wide campaigns, initiatives, and materials.
- Serve as the Graduate School liaison on campus marketing, communications, and CRM committees.
- Generate and analyze recruitment, marketing, and communications data to assess ROI and whether KPIs were met.
- Develop annual marketing and recruitment summary reports for each graduate program and provide feedback on strategy and recommendations for next steps based on program goals.
- Oversees development and maintenance of a centralized flyer and marketing material databases so they are accessible to internal and external users.
- Provide marketing and recruitment support and guidance to graduate programs by providing updated information and best practices around marketing tools, digital and print advertising, branding, editorial style, and social media platforms.