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ANNOUNCEMENT

February 17, 2021

THE UNIVERSITY OF GUAM SOLICITS APPLICATIONS TO ESTABLISH A LIST OF ELIGIBLES FOR THE FOLLOWING LIMITED TERM APPOINTMENT, FULL-TIME POSITION (SUBJECT TO THE AVAILABILITY OF FUNDS):

Announcement No. 040-21

Position Title

DIGITAL MARKETING SPECIALIST

Salary Range:

UGPP/M 1 \$40,762.00 – UGPP/M 18 \$71,844.00 Per Annum

Open Date:

February 17, 2021

Closing Date:

March 03, 2021

Location:

Office of the President/University Marketing & Communications

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Marketing, Communications, or Business.
- Three (3) to five (5) years of marketing and communications experience.
- Equivalent combination of relevant education and experience in marketing, communications, business or related field.
- Two (2) to three (3) years using Customer Relationship Management (CRM) and marketing automation including ActiveCampaign, Hubspot, Salesforce, or other similar marketing automation platforms.

PREFERRED QUALIFICATIONS:

- Master's Degree in Business, Marketing, or related field.
- Experience in higher education marketing and communications in an educational setting.
- Graphic design and video production experience.
- Experience in website content management systems such as OUCampus, WordPress, and Drupal.
- Proficiency with Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Spark) and Microsoft Office 365 (Word, Excel, PowerPoint).
- Google Adwords Certification.
- Facebook Advertising Certification.

QUALIFICATIONS REQUIRED:

Pursuant to Public Law 26-87 as amended by Public Law 29-113, all future employees of any position within the Government of Guam will be required at minimum to possess one of the following:

1. A high school diploma; or
2. Successful completion of General Education Development (GED) Test; or
3. The equivalent of a general education high school program; or
4. Successful completion of a certification program, from a recognized accredited or certified vocational technical institution, in a specialized field for the job.

KNOWLEDGE, ABILITIES, AND/OR SKILLS:

Ability to manage digital marketing campaigns through a variety of platforms (e.g. Facebook, Instagram, LinkedIn, Google Adwords, Bing) and formats (video, display, search, social). Ability to prioritize and manage multiple projects at the same time. Ability to work and develop relationships with external and internal organizations and individuals to meet marketing objectives. Forward thinking with the ability to adapt to new situations. Experience working with traditional media and digital media. Ability to conceptualize, manage, and execute marketing strategies. Proven ability to implement strategic marketing and communication plans. Ability to work under deadlines with a high production of output. Strong interpersonal, oral and written communication skills to interact with administrators, faculty, staff, students, and the public. Effective written and oral communication skills and the ability to make presentations to individuals and groups, and to influence others toward a stated objective.

CHARACTER OF DUTIES:

Develops and implements digital marketing strategies in the areas of recruitment, retention, advancement, and engagement. Works with the MarCom and Web Teams to promote and manage the TritonGo Mobile App, Triton Privileges, and the Triton Store e-commerce website. Create, assist with, and manage digital projects and integration with other elements of operational plans from inception to completion. Works with the MarCom and Web Teams to set up and optimize targeted social media advertising and email campaign and creates conversion-optimized landing pages and lead capture forms to drive leads resulting in undergraduate and graduate enrollment. Research material for use in projects such as interview alumni, faculty, students or staff; write and edit text; and prepare and curate digital materials and messages to ensure consistency with University's brand program and incorporate marketing strategies. Collaborate with cross-functional teams to leverage the

#040-21 DIGITAL MARKETING SPECIALIST

University brand and marketing outreach with operational plans to engage with audiences, and to maximize user-generated content. Measure defined campaign metrics and report performance of all digital marketing campaigns and assess against goals. Measure competitive analysis and market research to help inform digital strategies. Work with MarCom team in developing consistent, actionable social media reporting and intelligence roadmap from a marketing perspective. Follow through with general customer and key stakeholder inquiries, requests and complaints. Performs related duties as required.

EDUCATION:

Applicants claiming degrees or credit hours are required to upload a certified copy of the documents (e.g., transcripts, high school diploma, or GED certification) with the online job application through UOG's online employment portal at <http://uog.peopleadmin.com>.

WORK ELIGIBILITY:

Submission of completed job applications authorizes the University of Guam to seek and obtain information regarding the applicant's suitability for employment. All factors which are job-related may be investigated (i.e., previous employment, educational credentials, and criminal records). All information obtained may be used to determine the applicant's eligibility for employment in accordance with equal employment opportunity guidelines. In addition, the applicant releases previous employers and job-related sources from legal liability for the information provided.

Section 25103, Chapter 25, Title 10 of the Guam Code Annotated requires college or university employees to undergo a physical examination, to include a test for tuberculosis (skin or x-ray), prior to employment and at least annually thereafter. A report of such examination must be conducted by a licensed physician within a state or territory of the United States and must be submitted upon request.

Federal law requires presentation of eligibility to work in the United States within seventy-two (72) hours of the date reporting for employment. Specifically, 8 USC 1324A requires the employer to verify the identity and eligibility to work in the United States of all newly hired employees. The University of Guam is required to comply with this law on a non-discriminatory basis. If you are hired to fill a position within the University of Guam, you will be required to present valid documents to comply with the law.

POLICE AND COURT CLEARANCE:

Pursuant to Public Law No. 28-24 and Executive Order 2005-34, applicants selected for a position are required to provide original police and court (Superior Court of Guam) clearances of no more than three (3) months old prior to commencement of employment. Off-island applicants must obtain clearances from their place of residence. Applicants are responsible for fees associated with obtaining the clearances.

HOW TO APPLY:

All applicants must submit an online job application through the UOG's online employment portal system at <http://uog.peopleadmin.com> and upload supporting documents with their application. For further information, please call 735-2350.

UNIVERSITY INFORMATION:

Information on the University's campus security and fire safety may be accessed at <https://www.uog.edu/hro> (under Links).

THE UNIVERSITY OF GUAM IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER:

The University of Guam complies with Public Law 24-109 in reference to the provisions and requirements of the Americans with Disabilities Act. Assistance in EEO/ADA matters and inquiries concerning the application of Title IX and its implementing regulations may be referred to the University's Director, EEO and Title IX/ADA Coordinator, located at the EEO/ADA Office, Dorm II, Iya Hami Hall, Room 104, Telephone No. (671) 735-2244; TTY (671) 735-2243; or to the Office of Civil Rights (OCR).


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JOSEPH B. GUMATAOTAO
Acting Chief Human Resources Officer

Digital.Marketing.Specialist.02/17/21
Approved by ACHRO 02/17/21