Marketing Rep,Sr/Unit (req35257)

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Requisition ID: req35257

Working Title: Marketing Rep,Sr/Unit

Position Grade: 12

Position Summary

The Honors College (HC) seeks a skilled and motivated Senior Marketing Rep to lead communications and marketing initiatives. In this role, you will develop and manage a comprehensive marketing program to enhance the College's profile and advance its mission. Key responsibilities include serving as the primary media contact, overseeing social media strategy and content, and writing or editing marketing materials such as brochures and flyers. You will also plan and manage marketing events that highlight the Honors College experience and promote engagement.

The ideal candidate will design and implement strategic promotional efforts across digital, print, and social media to increase the Honors College's visibility and strengthen engagement with students, faculty, alumni, and community partners.

- Create, write, edit, and manage all social media content related to programs and partners, and update the Honors College website.
- Collaborate with faculty, staff, and HC student organizations to post provided content or develop content for posts requested through the internal Intake Form.
- Stay current with social media best practices, cross-channel updates, AI developments, and Experience, Expertise, Authoritativeness, and Trustworthiness (EEAT) content evaluation.
- Manage the newsletter and other digital tools for HC Communications & Marketing. Provide guidance as Communications Liaison to optimize program newsletters and digital practices.
- Collaborate with HC staff to enhance training materials, including slides, presentations, and one-pagers, focused on using social media for program recruitment and storytelling.
- Develop expertise in partner and program audiences by building relationships with the Partner Development Team and program teams, and meeting regularly to discuss updates and milestones.
- Gather photos and videos from programs and partners to build the Communications & Marketing Team's content library.
- Ensure brand compliance in program digital communications and provide guidance through training materials.
- Source partner and program stories by conducting interviews, gathering quotes, capturing multimedia content, and brainstorming content approaches.
- Co-manage social media pages and engage with the community by responding to comments and direct messages, and interacting with tagged and partner posts.

This role requires strong interpersonal skills and exceptional verbal and written communication abilities. The ideal candidate is flexible, excels at prioritization, and thrives with minimal supervision in a fast-paced environment with competing deadlines. Success in this position depends on building relationships and community, and a passion for the college's mission and values.

See the Position Description for additional information.

Minimum Qualifications
Bachelor's degree; at least 3 years of experience directly related to the duties and responsibilities specified.

Completed degree(s) from an accredited institution that are above the minimum education requirement may be substituted for experience on a year for year basis.

Preferred Qualifications

- Bachelor's
  degree in Marketing, Communications, Journalism, Public Relations, or a related field;
- 3-5
  years of experience in marketing, communications, or a related field, preferably in higher education.
- Strong
  writing, editing, and storytelling skills.
- Proficiency
  in digital marketing, social media management, and analytics.
- Experience
  with design tools such as Adobe Creative Suite or Canva preferred.
- Ability
  to manage multiple concurrent projects and meet deadlines in a fast-paced environment.
- Demonstrated
  ability to work collaboratively with diverse teams and stakeholders.
- Experience
  with Adobe Creative Cloud including Photoshop, Illustrator, Audition, and Premiere.
- Experience
  with or willingness to learn Smartsheet.
- Experience
  with Microsoft Office suite, Teams, SharePoint, and Zoom.
- Bilingual in English and Spanish

Additional Requirements

Occasional evening or weekend work required for events.

Campus: Main - Albuquerque, NM

Department: Honors College Admin (787A)

Employment Type: Staff

Staff Type: Regular - Full-Time

Status: Exempt

Pay: Monthly: $3,844.53 - $5,399.33

Benefits Eligible
This is a benefits eligible position. The University of New Mexico provides a comprehensive package of benefits including medical, dental, vision, and life insurance. In addition, UNM offers educational benefits through the tuition remission and dependent education programs. See the Benefits home page for a more information.

ERB Statement
As a condition of employment, eligible employees working greater than .25 FTE as determined by the New Mexico Education Retirement Act must make mandatory retirement contributions. For more information, review the Benefits Eligibility at a Glance grid.

Background Check Required: Yes

For Best Consideration Date: 1/9/2026

Eligible for Remote Work
No

Application Instructions
Only applications submitted through
the official UNMJobs site will be accepted. If you are viewing this job
advertisement on a 3rd party site, please
visit UNMJobs to submit an application.

A complete application must include the following components:
1. A current resume.
2. A cover letter that details how your experience aligns with the position requirements.
3. Contact information, including email addresses and phone numbers, for three professional references.
4. Copies of academic transcripts.
5. Professional portfolio (please include a link to your portfolio or website).
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