Marketing Manager

highereedjobs.com/search/details.cfm



Overview

Job ID
37339828

Category
Campus Administration and Operations

Organization
Health Wellbeing and Safety

Department
VC Health & Wellness Dept

Location
Main Campus - UCR

Salary
$75,900 - $137,300

Date Posted
2026-05-01T12:00:00.000Z

Application Deadline
Open Until Filled

Schedule
8AM - 5PM

Full/Part Time
Full-time(100%)

Other Information
Qalifies for Employee Referral Bonus: No
UC Internal Job: No

Position Information

Reporting to the Director of Communications, the Marketing Manager develops and executes multifaceted marketing strategies on behalf of UC Riverside's Health, Well-being & Safety (HWS) division and its nine departments. The position writes and edits copy, produces print and digital marketing materials, disseminates content through various channels, monitors campaign progress, and assesses results. Key responsibilities include executing an innovative social media strategy, maintaining website content (in Drupal), participating in community engagement activities, and managing outreach events. The position also oversees the activities of the division's student social media team, including photographers, videographers, and on-camera talent. The Marketing Manager collaborates with division and campus partners on various initiatives, and performs other duties as assigned. Must be creative, detailed-oriented, and proactive, with an ability to manage multiple projects, meet deadlines, and quickly adjust to unexpected changes to project priorities. A portfolio of work samples, such as writing, social media campaigns, presentation materials, promotional materials, and/or event plans, will be requested. **Please be advised that applicants are required to submit a cover letter and resume for FULL consideration.** Candidates may be required to submit a portfolio of work samples, such as writing, social media campaigns, presentation materials, promotional materials, and/or event plans, as part of the interview process. The full salary range for the Marketing Manager is $75,900 - $137,300 annually. However, the expected pay scale for this position is up to $89,000 annually. We base salary offers on a variety of considerations, such as education, licensure and certifications, experience, and other business and organizational needs. Applicants must have current work authorization when accepting a UCR staff position. Currently, we are unable to sponsor or take over sponsorship of an employment Visa for staff. As a University employee, you will be required to comply with all applicable University policies and/or collective bargaining agreements, as may be amended from time to time. Federal, state, or local government directives may impose additional requirements.

Requirements

Education Requirements

Bachelor's degree in related area and/or equivalent experience/training.

Experience

4 - 7 years of related experience.

Minimum Requirements

Thorough analytical and written communication skills. Strong project management skills. Strong interpersonal communication and political acumen skills. Thorough knowledge of communication principles, media, and marketing techniques. Strong skills in event and media activities management. Thorough knowledge of marketing mediums and funding sources. Skill in mentoring less experienced staff.

Preferred Qualifications

Thorough analytical and written communication skills. Strong project management skills. Strong interpersonal communication and political acumen skills. Thorough knowledge of communication principles, media, and marketing techniques. Strong skills in event and media activities management. Thorough knowledge of marketing mediums and funding sources. Skill in mentoring less experienced staff.

Additional Information

In the Heart of Inland Southern California, UC Riverside is located on nearly 1,200 acres near Box Springs Mountain in Southern California; the park-like campus provides convenient access to the vibrant and growing Inland region. The campus is a living laboratory for the exploration of issues critical to growing communities' air, water, energy, transportation, politics, the arts, history, and culture. UCR gives every student, faculty and staff member the resources to explore, engage, imagine and excel.

UC Riverside is recognized as one of the most ethnically diverse research universities in the country boasting several key rankings of which we are extremely proud.

- UC Riverside is proud to be ranked No. 12 among all U.S. universities, according to Money Magazine's 2020 rankings, and among the top 1 percent of universities worldwide, according to the 2019-20 Center for World University rankings.
- UC Riverside is the top university in the United States for social mobility. - U.S. News 2020
- UCR is a member of the University Innovation Alliance, the leading national coalition of public research universities committed to improving student success for low-income, first-generation, and students of color.

- Among top-tier universities, UC Riverside ranks No. 2 in financial aid. - Business Insider 2019
- Ranked No. 2 in the world for research, UCR's Department of Entomology maintains one of the largest collections of insect specimens the nation. - Center for World University Rankings
- UCR's distinguished faculty boasts 2 Nobel Laureates, and 13 members of the National Academies of Science and Medicine.

The University of California is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected categories under state or federal law. It is the policy of the University of California to undertake affirmative action and anti-discrimination efforts, consistent with its obligations as a Federal and State contractor.

For information about our generous employee benefits package, visit: Employee Benefits Overview

Job Description Details

General Information

Job Title

MARKETING SPEC 3

Job Code

007552

Grade

22

Department Head

Denise Woods

Supervisor

Pamela Coe

Generic Scope

Experienced professional who knows how to apply theory and put it into practice with in-depth understanding of the professional field; independently performs the full range of responsibilities within the function; possesses broad job knowledge; analyzes problems/issues of diverse scope and determines solutions.

Custom Scope

Uses skills as a seasoned, experienced marketing and/or sales professional to perform the full range of marketing and/or sales activities, including coordinating events and developing and implementing promotional strategies, materials and products designed to promote awareness within the campus and/or medical center community and to the general public of department and/or campus and/or medical center services, programs or products. Has a full understanding of industry practices and campus and/or medical center policies and procedures; resolves a wide range of issues.

Department Custom Scope

Reporting to the Director of Communications, the Marketing Manager develops and executes multifaceted marketing strategies on behalf of UC Riverside's Health, Well-being & Safety (HWS) division and its nine departments. The position writes and edits copy, produces print and digital marketing materials, disseminates content through various channels, monitors campaign progress, and assesses results. Key responsibilities include executing an innovative social media strategy, maintaining website content (in Drupal), participating in community engagement activities, and managing outreach events. The position also oversees the activities of the division's student social media team, including photographers, videographers, and on-camera talent. The Marketing Manager collaborates with division and campus partners on various initiatives, and performs other duties as assigned. Must be creative, detailed-oriented, and proactive, with an ability to manage multiple projects, meet deadlines, and quickly adjust to unexpected changes to project priorities. A portfolio of work samples, such as writing, social media campaigns, presentation materials, promotional materials, and/or event plans, will be requested.

Key Responsibilities

- Coordinates design, production and distribution of publications and other promotional materials, including internet or web materials, press releases, advertisements, catalogs, brochures, flyers, signage, A/V presentations, displays, exhibits, etc.
- Writes and edits copy for marketing collateral, websites, social media pages, presentations, email, newsletters, and video scripts. Ensures messaging is clear, consistent, and compelling. Aligns content with the university's messaging and style guidelines.
  25%

- Coordinates activities including events and promotional materials and products designed to promote awareness of the department and/or campus and/or medical center services, programs or products within the campus and/or medical center community or to the general public.
- Collaborates with HWS departments and campus partners to execute marketing campaigns that encourage help-seeking behaviors and promote programs and services that support student well-being and success.
  20%
- Coordinates advertising placement and schedules.
- Creates, and supervises student assistants in creating, print and digital marketing assets (using Canva or Adobe Express). Distributes assets across various channels. Tracks metrics, identifies untapped channels, and recommends adjustments to increase reach and engagement.
  15%
- Creates, develops, produces and coordinates public events, including securing private corporate sponsorship as required.
- Assists with event planning and execution, including vendor management, volunteer recruitment and supervision, on-site support, post-event follow-up, and evaluation.
  10%
- Coordinates appropriate use of campus and/or medical center and/or department logos, emblems, etc.
- Builds and maintains media bank. Adheres to brand, copyright, and accessibility guidelines, as well as university guidelines related to use of generative AI.
  10%
- Researches and analyzes new and innovative methods for generating revenue and develops implementation proposals.
- Works with department leadership and staff to develop marketing strategies that align with the university's and division's strategic plans. Stays informed of industry trends, emerging platforms, and best practices to improve campaign outcomes and drive results.
  10%
- Researches, analyzes, monitors and evaluates marketing and/or sales efforts for effectiveness, reporting results to appropriate higher levels of administration.
- Works with research manager to collect data and independently compiles marketing analytics to measure the effectiveness of campaign and recommend short- and long-term strategies to achieve the priorities of the vice chancellor's office and departments.
  5%
- Establishes and maintains contacts with internal and external marketing professionals and vendors; e.g., artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.
  5%

Special Conditions

- Occasional travel for university related business meetings, conferences and/or professional development.
- Shift Work (hours outside standard Mon-Fri 8AM-5PM work hours)

UCR is an affirmative action and equal opportunity employer with a commitment to workforce diversity.