



UNIVERSITY
of ALASKA

Many Traditions One Alaska

Position Job Duties

531630_Marketing Manager

50% Manage and Assess Overall Marketing Strategy

- Ensure the development, implementation and reconciliation of comprehensive marketing programs
- Ensure the development, maintenance and coordination of advertising/sponsorship opportunities
- Plan, organize, lead and control public relations efforts for the facility
- Negotiate advertising and media-related sponsorship agreements
- Develop, edit and issue press releases
- Analyze challenges, identify alternative solutions, project consequences of proposed actions and make decisions in support of organizational objectives

25% Develop and Grow Media and Event Promoter Relationships and Network:

- Liaise with promoters to market the facility
- Negotiate and maintain promotional partnerships with corporate partners
- Communicate daily with media partners, promoters and entertainment agencies to maintain cooperative, positive relationships
- Communicate daily with media partners, promoters and entertainment agencies to maintain cooperative, positive relationships

25% Create and Develop Marketing Collateral

- Develop collateral, including fliers, newsletters, websites, posters, postcards and email blasts
- Manage day-to-day promotions and event activities
- Provide direction to Group Sales and/or Ad Sales with regard to events
- Secure advertising deals and oversee implementation



UNIVERSITY
of ALASKA

Many Traditions One Alaska

Position Job Duties

The [University of Alaska \(www.alaska.edu\)](http://www.alaska.edu) is an Equal Opportunity/Equal Access Employer and Educational Institution. The University is committed to a [policy of non-discrimination \(www.alaska.edu/nondiscrimination\)](http://www.alaska.edu/nondiscrimination) against individuals on the basis of any legally protected status.