



Position: Marketing Communications Manager

Reports To: UIDP President

Date: May 17, 2019

About UIDP

Located in Columbia, SC, UIDP, Inc. (www.uidp.org) is an international, project-oriented, non-profit, membership association that helps universities and industry develop new approaches to working together. We provide our members with strategies to increase the return on investment from their collaborations and research projects.

Position Summary

The Marketing Communications Manager will develop and execute an integrated strategy to achieve UIDP's objectives through communications to internal and external audiences, building awareness of, driving engagement with, and enhancing the reputation of UIDP among members, non-members, and potential members. They will manage the UIDP brand, and coordinate with staff to optimize brand consistency and member experience.

The successful candidate will manage multiple projects at the same time, working with all members of the UIDP team to support and promote individual initiatives, and the company as a whole in alignment with the UIDP strategic plan. These initiatives include a wide scope of events, projects, resources, and member engagement.

In this position, there will be many opportunities to gain exposure to some of the finest innovation companies and best research universities in the world, and make a substantive impact on their partnering activities.

Funding for this full-time position provides the full array of benefits (health/dental insurance, retirement, paid time off) afforded UIDP employees.

Responsibilities

Strategic Planning and Implementation

- Enhance the UIDP brand through creation and implementation of a marketing and communication strategy and plan
- Perform an internal audit of current marketing and communications practices, provide recommendations for improvements, and implement changes
- Survey and interview external stakeholders
- Develop and implement campaigns and materials promoting UIDP events, products, sponsorships, strategic initiatives and membership benefits and services
- Research, identify and develop opportunities to engage new and potential members



Digital Marketing

Social Media

- Boost and maintain a social media presence via LinkedIn, Facebook, and Twitter, and UIDP's online community, myUIDP
- Develop and post promotional and general interest content to increase following and garner maximum engagement

Website

- Manage website strategy, functionality, performance, and content
 - Create, and post effective, timely, and accurate SEO content on the UIDP website via WordPress
 - Coordinate with external agency to maintain maximum usability of UIDP website

Email

- Create automated email campaigns using Informz
- Create and analyze content for monthly newsletters and other letters of interest to the UIDP community

Advertising

- Determine the most effective methods and outlets for paid advertising
- Create effective digital advertisements via Google AdWords, Facebook, and LinkedIn

Writing and Editing

- Write and edit compelling content for all marketing platforms
- Write creative, approachable, conversational content about unfamiliar topics
- Write and/or edit conference and workshop reports and video scripts

Metrics

- Track, analyze, and report metrics across all marketing activities, and make recommendations for improvements

Other

- Provide onsite support for UIDP events as needed, including content creation for event-related email, live tweeting, etc.
- Manage external suppliers such as photographers, videographers, designers, and digital marketing agencies
- Create and maintain promotional calendars
- Create and maintain video and photo library, including uploading and organizing event photos and videos
- Develop a public relations strategy and identify relevant publications or other outlets
- Manage UIDP's C-Comm (communications committee)

Required Qualifications/Skills

- Bachelor's degree in communications, marketing, public relations, or other related field
- Minimum four years relevant experience



-
- Exceptional written, oral and interpersonal skills
 - Proficient in Microsoft Office software
 - Self-starter with ability to work well independently and proactively
 - Excellent organization and time-management skills
 - Ability to trouble shoot and resolve issues independently
 - Ability to work under pressure, multi-task and meet deadlines while paying close attention to detail
 - Ability to learn new skills and technologies quickly
 - Ability to travel occasionally, including weekends

Additional Desired Skills

- Experience in association membership marketing
- Experience working with cloud-based collaboration tools such as Box and Smartsheet
- Experience with updating websites via WordPress
- Experience with Adobe Creative Suite
- Experience with successfully promoting events

Please submit your resume to info@uidp.net.

Applications will be accepted until the position is filled.