

Multimedia Marketing Specialist

Support the Simon Graduate School of Business, University of Rochester in the use of applications and equipment to capture, convert and publish content as needed for marketing purposes, both for Intranet and Extranet purposes. Create, program and maintain promotional and advertising Web sites and campaigns including jump pages and banners. Write and manage Web content and repurpose print content for the internal and external Simon School web sites. Work on podcasts and digital video campaigns. Be able to use these as a tool for School awareness. Create a multimedia library for internal and external use. Work extensively on the SharePoint platform to design and maintain content for multiple internal audiences.

Requires: Bachelor's degree combined with professional experience in at least two of the following: marketing, technology, electronic commerce, writing, Web design, new media and/or video production. Familiarity with Search Engine Optimization and Keyword Advertising through Google and other vendors. Demonstrate knowledge of PC/Mac audio, video, graphics, Web editing software, such as Photoshop, Dreamweaver, Flash, or Premier. Must have writing skills with outstanding communication and interpersonal skills.

Work as part of a team of six award-winning marketing and communications professionals who work in the local, national and international marketing arena.

Resumes to Dawn McWilliams, executive director for marketing and communications at dawn.mcwilliams@simon.rochester.edu