**THE DIAMONDBACK**

Job Posting

**Marketing Development Manager**

The DBK Marketing Manager is a multitalented individual who will play an essential role across Diamondback operations. The primary goals are to increase donation revenue and enhance brand awareness. The Marketing Manager will work in close collaboration with the news staff and will report to the editor. The work environment is fun, fast-paced and driven. Marketing Manager duties may include the following:

* Creative executions for marketing campaigns
* Fundraising campaigns
* Oversee DBK branding initiatives
* Oversee promotions and contests
* Establish KPIs to measure and monitor marketing efforts
* Other duties as assigned

Given the breadth of the responsibility for this position the DBK Marketing Manager must be creative, decisive and analytical. Good communication and leadership skills will be equally important, as is familiarity with ongoing and developing trends in media, technology and consumer behavior.

**Qualifications / Requirements:**

* Understanding of marketing analytics (Google Analytics) and proficient Excel skills.
* Experience with campaign management, understand key design conventions, management/leadership experience preferred.
* Strong collaboration, written and oral communication skills.
* Proficiency in creative software programs in graphic design, desktop publishing, and printing preparation helpful.
* The ability to work with a variety of people and situations.
* An understanding of the university departments, administration staff and student body.
* The ability to articulate the DBK mission to many constituencies.

**Experience and Education:** Previous experiences in marketing, public relations, journalism or graphic design a plus. Familiarity with campus and student activities helpful. Must be an enrolled undergraduate student.

**Core competencies:** Creativity, Communication, Marketing, Design

**Reporting:** Reports to Editor in Chief and General Manager

**Hours:** 5 to 10 per week

**To Apply:** [**APPLY HERE**](https://form.jotform.com/201263579453155)

**The Diamondback**

**3136 South Campus Dining Hall**

**College Park, Maryland 20742**

Established in 1909, the DBK is the independent, student run newspaper of the University of Maryland

[www.dbknews.com](http://www.dbknews.com)