

**THE DIAMONDBACK**  
**For 2020 – 2021 Academic Year**  
**Marketing Manager**

The DBK Marketing Manager is a multitasking individual who will play an essential role across Diamondback business operations. The primary goal is to increase awareness, readership and engagement. The Marketing Manager will work in close collaboration with News and Advertising. The work environment is fun, fast-paced and driven. Marketing Manager duties may include the following:

- Work with our editors to increase readership and audience engagement
- Oversee DBK branding initiatives
- Oversee market research studies and focus groups
- Event management
- Work with sales in the production of marketing campaigns and materials

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
- Experience with social media marketing
- Management/leadership experience preferred.
- Strong collaboration, written and oral communication skills.
- 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, sales, 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

**Start Date:** Fall 2020 through Spring 2021

**Reporting:** Reports to General Manager

**Hours:** 10

**Questions?:** Email: [arnie@marylandmedia.org](mailto:arnie@marylandmedia.org)

**To Apply:** <https://form.jotform.com/90964687985179>

**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)