



UNIVERSITY RISK MANAGEMENT & INSURANCE ASSOCIATION

**HIGHER EDUCATION RISK MANAGEMENT**

URMIA is hiring for a marketing assistant position. If you or someone you know would like to apply, please send a letter of interest, resume, and salary requirements to us at [urmia@urmia.org](mailto:urmia@urmia.org). If you have any questions, please contact [Teresa Ransdell](#), director of membership and marketing, or call 812-727-7130.

Job Title:	<b>Marketing Assistant</b>
Reports to:	Director of Membership & Marketing
FLSA Status:	This is a non-exempt position. The employee’s primary duty is creating marketing materials including writing copy and designing appealing graphics for communications with the URMIA community.
Summary:	The purpose of this position is to assist the director of membership and marketing. This full-time position is responsible for: 1) crafting marketing messages – copy and design – which informs the URMIA community of opportunities; 2) designing graphics for use in promotional materials across a variety of marketing channels; 3) ensuring a consistent brand and professionalism in association communication; 4) preparing reports on marketing activities; 5) supporting staff and volunteers with projects, presentations, and public-facing materials as needed.
Essential Functions:	<p><b>Marketing Material Creation &amp; Dissemination</b></p> <ul style="list-style-type: none"> <li>▪ Writes compelling, informative, and persuasive content for various marketing platforms</li> <li>▪ Assists with selecting appropriate marketing segments for each communication</li> <li>▪ Designs materials for promotional campaigns</li> <li>▪ Maintains schedule for marketing initiatives</li> <li>▪ Assists with updating content on <a href="http://www.urmia.org">www.urmia.org</a> and URMIA microsites.</li> <li>▪ Proofreads organizational copy for association dissemination</li> <li>▪ Plans social media content</li> </ul> <p><b>Graphic Design</b></p> <ul style="list-style-type: none"> <li>▪ Designs and incorporates appropriate graphics into URMIA communications including URMIA webpages, social media, internal/external ads</li> <li>▪ Crafts infographics to serve as association annual report and other data to the membership and board of directors</li> </ul> <p><b>Brand Management</b></p>

	<ul style="list-style-type: none"> <li>▪ Ensures association brand consistency in all communications</li> <li>▪ Updates internal style guide as needed</li> <li>▪ Establishes template designs for use in association communication</li> </ul> <p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>▪ Monitors and shares reports on marketing and campaign metrics.</li> <li>▪ Consolidates board reports from staff and volunteers for dissemination for quarterly board meetings</li> </ul>
Qualifications & Requirements	<ul style="list-style-type: none"> <li>• Associate or bachelor's degree in communications, marketing, design, or a related field</li> <li>• 1-3 years of relevant experience in communications/marketing</li> <li>• Exhibit strong written and verbal communication skills</li> <li>• High level of organization and attention to detail</li> <li>• Strong writing and copy-editing abilities</li> <li>• Skilled with social media platforms (LinkedIn, Facebook, Instagram, X)</li> <li>• Proficiency with Adobe Creative Cloud (Adobe InDesign, Adobe Photoshop)</li> <li>• Comfort with multi-tasking and managing multiple projects</li> <li>• Excellent time management skills</li> <li>• Willingness to update skills on a regular basis</li> </ul>
Preferred Education, Knowledge, Skills, Abilities:	<ul style="list-style-type: none"> <li>• Bachelor's degree in communications, marketing, design, or related field</li> <li>• 2+ years of related experience in communications/marketing</li> <li>• Experience with email management systems (Informz)</li> <li>• Experience working in a professional or trade association.</li> <li>• Familiarity with the Higher Logic content management system (CMS)</li> </ul>

This position is available as an in-office, remote, or hybrid employee. The URMIA Office is located in Bloomington, Indiana and is shared by regular, in-office staff, student workers, and remote staff on occasion. Typical hours are 8:30am to 5pm ET and may infrequently include nights and weekends. Travel is required for the annual conference.

In addition to flexible working options, URMIA offers a competitive salary, a generous retirement contribution, health/vision/dental/life insurance, a quarterly wellness stipend, paid vacation/holiday/sick time, professional development opportunities, and paid parking (if working onsite).

URMIA is an Equal Employment Opportunity (EEO) employer and does not discriminate on the basis of race, color, national origin, religion, gender, age, veteran status, political affiliation, sexual orientation, marital status or disability (in compliance with the Americans with Disabilities Act) with respect to employment opportunities.

This position description is not to be construed as an exhaustive statement of accountabilities, duties, responsibilities of requirements. Any individual may be required to perform any other job-related activities or functions requested by his/her manager, subject to reasonable accommodation. URMIA reserves the right to modify this job description to reflect changes in essential job duties made necessary by changing organizational needs, subject to reasonable accommodation.