The University of Guam does not discriminate on the basis of sex, race, color, religion, national or ethnic origin, disability unrelated to job requirements, age (except as permitted by law), citizenship status, marital status, or political affiliation. Furthermore, the University of Guam does not discriminate on the basis of sex in the admission to or employment in its educational programs or activities.

A N N O U N C E M E N T

November 4, 2026

THE UNIVERSITY OF GUAM SOLICITS APPLICATIONS TO ESTABLISH A LIST OF ELIGIBLES FOR THE FOLLOWING REGULAR APPOINTMENT, FULL-TIME POSITION, (SUBJECT TO THE AVAILABILITY OF FUNDS):

Announcement No. **020-27**

Position Title

MARKETING AND BRANDING SPECIALIST

Salary Range:
UGPP/M-01 $49,731.00 – UGPP/M-09 $66,171.00 Per Annum

Opening Date: November 4, 2026
Closing Date: Continuous Until Filled

Location:
Office of the President/University Marketing & Communications

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Marketing, Communication, Journalism, or a related field.
- Three (3) to Five (5) years of marketing and communications experience.
- Equivalent combination of education and experience that demonstrates comprehensive knowledge of marketing promotions, digital marketing, and social media.
- Graphic design and video production experience.

PREFERRED QUALIFICATIONS:

- Digital Marketing Certifications such as AMA, Google, Meta, Salesforce, HubSpot, Google.
- Experience working in higher education.

QUALIFICATIONS REQUIRED :
Pursuant to Public Law 26-87 as amended by Public Law 29-113, all future employees of any position within the government of Guam will be required at minimum to possess one of the following:

1. A high school diploma; or
2. Successful completion of General Education Development (GED) Test; or
3. The equivalent of a general education high school program; or
4. Successful completion of a certification program, from a recognized accredited or certified vocational technical institution, in a specialized field for the job.

NATURE OF WORK:
The Marketing and Branding Specialist manages institutional marketing projects, plays a leading role in the development and implementation of marketing and promotions strategies, and develops institutional marketing collateral such as Annual Reports, brochures, and digital content. This position works collaboratively with other team members in the creation and execution of strategies that support the brand development goals of the institution. The Marketing and Branding Specialist reports to the Chief Marketing and Communications Officer and may supervise freelancers and student interns.

CHARACTER OF DUTIES:
In collaboration with members of the MarCom team, the Marketing and Branding Specialist develops, produces, and implements marketing and branding projects in the areas of institutional visibility, advancement, student recruitment and retention, and brand identity. Engages with other University departments as a project manager for implementing marketing and communication strategies and creative production. Sources and designs promotional items, logo merchandise, and marketing materials. Engages external organizations for advertising sales, sponsorships, donations, and UOG programs. Conducts marketing and branding surveys. Conceptualizes, creates, and publishes daily content that enhances affinity for the University of Guam, shares stories of UOG's successes, builds meaningful connections, and encourages engagement. Monitors and evaluates social media and digital marketing trends, content strategy and engagement in higher education and other industries to identify new directions and methods to engage key audiences. Leads efforts to grow the brand affinity with UOG programs such as the Triton Store, Café Sirena, and other Auxiliary Enterprises programs through marketing promotions, product development and procurement, inventory, and retail partnerships. Manages the Triton Privileges program by maintaining relationships with external organizations, working with the web team for content updates, and continued promotion. Collaborates closely with Auxiliary Enterprises, Advancement, Enrollment Management, and other departments to strategically use web, digital advertising, and social media. Coordinates and supervises interns and freelancers. Performs other duties and special projects as assigned.

#020-27 MARKETING AND BRANDING SPECIALIST

KNOWLEDGE, ABILITIES, AND/OR SKILLS:
Excellent oral and written communication skills. Excellent interpersonal skills, with the ability to collaborate effectively with other departments. Ability to work and develop relationships with external and internal organizations and individuals to meet marketing objectives. Strong sense of creativity, imagination, and innovation. Ability to prioritize and manage multiple projects at the same time. Forward thinking with the ability to adapt to new situations. Ability to conceptualize, manage, and execute marketing promotions strategies. Effective written and oral communication skills and the ability to make presentations to individuals and groups and to influence others towards a stated objective. Proficiency with Adobe Creative Cloud (Illustrator, Photoshop, InDesign) and Microsoft Office 365 (Word, Excel, PowerPoint). Experience in website content management systems such as ModernCampus, WordPress, and Drupal. Photography and videography skills including shooting and editing for distribution. Ability to work under deadlines with a high production of output.

EDUCATION:
Applicants claiming degrees or credit hours are required to have an original or certified copy of the documents (e.g. transcripts, high school diploma or GED certification) accompany the application.

WORK ELIGIBILITY:
Submission of completed job applications authorizes the University of Guam to seek and obtain information regarding the applicant's suitability for employment. All factors which are job related may be investigated (e.g. previous employment, educational credentials, and criminal records). All information obtained may be used to determine the applicant's eligibility for employment in accordance with equal employment opportunity guidelines. In addition, the applicant releases previous employers and job-related sources from legal liability for the information provided.

Section 25103, Chapter 25, Title 10 of the Guam Code Annotated requires college or university employees to undergo a physical examination, to include a test for tuberculosis (skin or x-ray), prior to employment and at least annually thereafter. A report of such examination must be conducted by a licensed physician within a state or territory of the United States and must be submitted upon request.

Federal law requires presentation of eligibility to work in the United States within seventy-two (72) hours of reporting for employment. Specifically, 8 USC 1324A requires the employer to verify the identity and eligibility to work in the United States of all newly hired employees. The University of Guam is required to comply with this law on a non-discriminatory basis. If you are hired to fill a position within the University of Guam, you will be required to present valid documents to comply with the law.

POLICE AND COURT CLEARANCE:
Pursuant to Public Law No. 28-24 and Executive Order No. 2005-34, applicants selected for a position are required to provide original police and court (Superior Court of Guam) clearances of no more than three (3) months old prior to commencement of employment. Off-island applicants must obtain clearances from their place of residence. Applicants are responsible for fees associated with obtaining the clearances.

HOW TO APPLY:
All applicants must submit an online job application through the UOG's online employment portal system at http://uog.peopleadmin.com and upload supporting documents with their application. For further information, please call 671-735-2350.

UNIVERSITY INFORMATION:
Information on the University's campus security and fire safety may be accessed at https://www.uog.edu/safety-security/.

THE UNIVERSITY OF GUAM IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER:
The University of Guam complies with Public Law 24-109 in reference to the provisions and requirements of the Americans with Disabilities Act. Assistance in EEO/ADA matters and inquiries concerning the application of Title IX and its implementing regulations may be referred to the University's Director, EEO and Title IX/ADA Coordinator, located at the EEO/ADA Office, Dorm II, Iya Hami Hall, Room 104, Telephone No. (671) 735-2244; TTY (671) 735-2243; or to the Office of Civil Rights (OCR).

Joseph Gumataotao (Nov 5, 2026 02:59:49 GMT+10)

JOSEPH B. GUMATAOTAO
Chief Human Resources Officer

Marketing.and.Branding.Specialist.11/04/26
Approved by CHRO 11/04/26

Maryanne Rosario (Nov 4, 2026 16:53:16 GMT+10)

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