Marketing Specialist

Westminster College, a selective liberal arts college located in New Wilmington, Pennsylvania, seeks a creative team member with superior writing skills who knows how to harness the power of data. The successful candidate will play a lead role in the Office of Marketing and Communications in the development and implementation of marketing strategies that will promote and enhance the College’s brand and reputation. Key goals include increasing prospective student awareness of and engagement with the College and increasing alumni and donor engagement. This is a new position reporting to the CIO/Associate Dean for Library & Information Services.

Primary Responsibilities

- Uses demographic data and current student and alumni profiles to understand and engage target audiences
- Uses data yielded by marketing platforms (Google Analytics, Google Adwords, Facebook Ads, social media analytics, remarketing, etc.) to determine the return on investment of marketing campaigns and to recommend adjustments and new strategies
- Finds Westminster stories through the inspired investigation of institutional data, as well as through working with members of the College community, including students, faculty, staff, potential students, alumni and friends
- Oversees the creative development and placement of general advertising, including the use of paid media to leverage social media, mobile and web platforms, and traditional distribution tactics
- Collaborates with Marketing and Communications colleagues to research, write, design and produce creative and engaging marketing materials, which may include print collateral, web content, social media campaigns, video and email marketing.
- Assists with other Office of Marketing and Communications efforts as assigned

Qualifications

- Bachelor’s degree in marketing or a degree in communications, public relations, or a related field plus experience in marketing
- Exceptional writing skills and proven ability to edit and proofread documents
- Knowledge of branding, marketing strategies, social media reporting data and Google Analytics
- Strong project management skills and the ability to independently manage multiple priorities simultaneously
- Exceptional interpersonal skills and excellent listening skills with the ability to manage stakeholder expectations.

To Apply

Interested individuals should submit a cover letter, resume, two writing samples, and the names and contact information for three work-related references to Erin Smith, CIO/Associate Dean of Library & Information Services by email to smithet@westminster.edu. For full consideration, application materials must be received by January 22, 2018. An offer of employment is contingent upon the successful completion of an extensive background check. EOE.