

POSITION VACANCY

Marketing Specialist, Digital Campaigns

Westminster College, a selective liberal arts college located in New Wilmington, Pennsylvania, seeks a creative team member with superior writing skills to advance the College's strategic enrollment goals. The successful candidate will have primary responsibility for multi-channel digital advertising campaigns and will work closely with the College's videographer/social media manager, graphic designer and Chief Information Officer (CIO) to ensure brand consistency across channels.

Primary Responsibilities

- **Digital Advertising.** Create and deploy ads that promote the College, are consistent with the Westminster brand, and appeal to prospective students and families for platforms such as TikTok, Snapchat, Instagram/Facebook and GoogleAds.
- **Email Campaigns.** Write, design and deploy a variety of email campaigns that move prospective students and families through the recruitment funnel from brand awareness campaigns to engagement campaigns for committed students.
- **Analytics & Evaluation.** Use social media analytics and Google Analytics/GA4 to produce monthly reports on the effectiveness of marketing campaigns.
- **Additional Tasks.** The successful candidate will assist with other Office of Marketing and Communications efforts as assigned. Based on the individual's skills and interests, additional primary responsibilities could include photography, videography, copy writing and/or content creation for Westminster College's social media channels (TikTok in particular).

Qualifications

- Bachelor's degree in Communication, Marketing, Public Relations, English or a related field.
- Exceptional writing skills and proven ability to edit and proofread documents.
- Proficiency with the Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, etc.)
- Ability to create content for Facebook/Instagram, Snapchat and TikTok. Experience creating digital ad campaigns for social platforms and Google Ads preferred.
- Ability to analyze and interpret data social media and to make data-informed recommendations. Google Analytics/GA4 preferred.
- Ability to work effectively in a fast-paced environment. Strong project management skills and the ability to independently manage multiple priorities simultaneously.
- Exceptional interpersonal skills, excellent listening skills and the ability to create and maintain working relationships with a diverse range of campus community members.

To Apply

Applicants from diverse backgrounds, recent college graduates and students graduating in spring 2023 are encouraged to apply. Interested individuals should submit a cover letter, resume and two writing/digital content samples or a link to a portfolio to marketing@westminster.edu, as well as the names and contact information for three professional references. For full consideration, application materials must be received by **March 31, 2023**. An offer of employment is contingent upon the successful completion of an extensive background check.

Westminster College is an equal opportunity employer, enhancing learning through diversity and inclusion.