

Marketing Specialist, Content Creator

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 work with the Office of Marketing & Communication and the Office of Admissions to conceptualize, develop and produce integrated marketing and communication strategies, with primary responsibility for copy writing and digital campaigns.

Primary Responsibilities

- **Content Creation.** Writes and edits content that appeals to prospective students and families. Works with the graphic designer and videographer to produce creative and engaging content for digital ad campaigns, email campaigns, print collateral and web content. Has primary responsibility for purchasing, developing and deploying advertisements (digital and print).
- **Analytics & Evaluation.** Uses data yielded by marketing platforms (Google Analytics/GA4, social media analytics, email campaign analytics, etc.) to determine the return on investment of marketing campaigns and to recommend adjustments and new strategies. Uses campaign dashboards effectively and produces regular reports on progress for review by the Marketing & Communication and Admissions teams.
- **Research & Collaboration.** 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.
- **Additional Tasks.** Identifies media trends and new technologies that could be effective communication and recruitment tools. Assists with other Office of Marketing and Communications efforts as assigned.

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.
- Experience creating digital ad campaigns (Facebook/Instagram, Google, TikTok, etc.)
- Ability to analyze and interpret data social media and to make data-informed recommendations.
- Ability to work effectively in a fast-paced environment. Strong project management skills and the ability to independently manage multiple priorities simultaneously.
- Working knowledge of graphic design, photo and video editing software, preferably Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects).
- 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

Interested individuals should submit a cover letter, resume and two writing and/or digital content samples by email to marketing@westminster.edu, as well as the names and contact information for three work-related references. For full consideration, application materials must be received by **October 7, 2022**. 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.