

POSITION ANNOUNCEMENT

Job Title: **Marketing Coordinator**
Department: Office of Admissions
Reports To: Assistant Director of Undergraduate Admissions

SUMMARY

This position is responsible for increasing website traffic and garnering the university's publicity by managing digital marketing platforms, developing stories, and capturing photos/video for all standard broadcast, online, and print media outlets. Aims to creatively and collaboratively strengthen our brand and promote engagement for prospective and current students, which is intended to expand Madonna's online presence. Provides social media training and support to the University faculty and staff to ensure campus-wide proper use of social media.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Leads the implementation and management of a digital marketing platform, including integration with Google Analytics, social media integration, advertising integration, and utilizing other digital marketing platform product features.
2. Develops, implements and maintains digital marketing campaigns related to paid search (CPC), display (CPM), remarketing and video marketing. Manages CPC through software programs such as Google AdWords to measure the growth and effectiveness of digital marketing.
3. Builds and creates compelling and targeted ads and email communications with a clear message and call to action using brand tools, photo assets, and video content.
4. Develops a system for tracking and sharing university accolades, rankings lists, and content that supports the university story.
5. Collaborates with university partners to develop strategies that connect channels and consistency with messaging and tone. Consult with academic departments to assist in managing the university's website strategy that aids prospective student's engagement.
6. Works with the graphic designer to get updated photos for use in advertising. Develops and creates ads for web and other digital use. Edits or writes online advertising, brochures, flyers, and/or invitations as special projects arise.
7. Gathers data, prepares reports on our digital strategies' effectiveness and makes recommendations for improvements/changes
8. Supports the university's commitment to diversity, equity and inclusion.
9. Stays current on best practices in digital marketing, including search engine optimization, paid search, digital and video advertising, email marketing, mobile promotion, social media marketing and emerging marketing technologies.
10. Other duties as assigned.

QUALIFICATIONS: The above statements reflect the general responsibilities of the position and should not be construed as a detailed description of all the work requirements that may be inherent in this position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE: Bachelor's degree in Marketing, Journalism, Public Relations, Communications, or related fields; at least three years' experience in related field. Experience in newspaper, publication writing, social media strategy and Web content development, video production and photography. Excellent writing, oral and editing skills; must be skilled in Microsoft Word, Adobe Creative Suite, PowerPoint, Excel, and Web posting and editing.

TO APPLY: External candidates please complete the application on our website at madonna.edu. Please send a letter of intent reflecting the above responsibilities and qualifications and a resume to hr@madonna.edu. Current employees please complete the internal application on **MY Portal >Employee Resources**.

MADONNA UNIVERSITY: A Catholic institution founded by the Felician Sisters, and guided by the values of St. Francis. Candidates must be committed to excellence in teaching, scholarship, and service, and support the Mission of the University. We are an equal opportunity employer committed to a culturally diverse workforce. We do not discriminate on the basis of race, religion, color, sex, age, national origin or disability. Candidates must be legally authorized to work in the United States. Verification of employment eligibility will be required at the time of hire. Thank you for your interest in employment opportunities at Madonna University.