

Digital Production Coordinator - Office of University  
Communications and Marketing  
Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=235153>

Downloaded On: Jul. 17, 2024 3:33pm

Posted Apr. 24, 2024, set to expire Dec. 31, 2024

<b>Job Title</b>	Digital Production Coordinator - Office of University Communications and Marketing
<b>Department</b>	Office of University Communications and Marketing
<b>Institution</b>	Tufts University Medford, Massachusetts
<b>Date Posted</b>	Apr. 24, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Coordinator
<b>Academic Field(s)</b>	Graphic Design/Marketing Child and Social Services
<b>Job Website</b>	<a href="https://jobs.tufts.edu/jobs/20421?lang=en-us&amp;iis=Job+Board&amp;iisn=AcademicKeys">https://jobs.tufts.edu/jobs/20421?lang=en-us&amp;iis=Job+Board&amp;iisn=AcademicKeys</a>

**Apply By Email**

**Job Description**

## Overview

The Office of University Communications and Marketing (UCM) has overall responsibility for marketing and brand management, media relations and content, producing various print and web publications and communications for the university. The office optimizes the coordination of strategies and programs for these areas. The Marketing and Branding group reports up to the VP of Communications and Marketing and produces a wide range of print and digital marketing – from event invitations to integrated marketing campaigns – across all schools and university-wide campaigns. The group comprises Marketing Strategy, Creative Services, and Digital Services and oversees the university’s marketing strategy, brand messaging, visual identity, and directs marketing and lead-generation campaigns to support awareness, enrollment, and fundraising.

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## What You'll Do

The Digital Production Coordinator performs a range of digital production tasks in support of the Creative and Digital Services team.

### Essential Functions:

- Under the guidance of the Senior UI Designer, works in coordination with a dedicated production manager to produce broadcast HTML emails in response to requests from business partners
- Performs website and calendar event updates as needed
- Collects, prepares, and enters digital assets (copy, photography, videos, etc.) for web, social and other digital channels as needed
- Regularly communicates with the digital team, keeping them apprised of email schedules and web updates

## What We're Looking For

### Basic Requirements:

- B.A./B.S. in marketing, marketing communications, or related field
- 1-3 years' experience in digital marketing (email/web/social) production
- Ability to build HTML email templates
- Experience with Salesforce Marketing Cloud (formerly Exact Target)
- Knowledge of email marketing best practices
- Proficient in HTML (including CSS), cross-platform browser testing, and web standards
- Experience with Photoshop, Illustrator, and /or InDesign helpful
- Ability to work with WordPress and Drupal CMS tools
- Responds in a timely manner with a strong customer service orientation to requests from university clients and colleagues
- Strong written and verbal communication skills
- Attentive to detail
- Applies knowledge and ensures compliance with University and industry standards for security, privacy, and accessibility

### Preferred Qualifications:

- Higher education work experience is a plus, but not required
- Experience ensuring compliance of web page content with W3C and Section 508 (ADA) accessibility standards preferred. Ongoing training will be provided to help keep up with current trends and requirements

## Pay Range

Minimum \$26.40, Midpoint \$31.40, Maximum \$36.40



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Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**