

Marketing Project Manager Tufts University

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Downloaded On: Dec. 21, 2024 11:10am

Posted Apr. 26, 2024, set to expire Dec. 31, 2024

Job Title	Marketing Project Manager
Department	Office of University Communications and Marketing
Institution	Tufts University Medford, Massachusetts
Date Posted	Apr. 26, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing
Job Website	https://jobs.tufts.edu/jobs/20427?lang=en-us&iis=Job+Board&iisn=AcademicKeys
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Job Description	

Overview

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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.

What You'll Do

The Marketing Project Manager (MPM) is a project leader and skilled problem solver with the ability to communicate effectively (verbally and in writing) with a variety of stakeholders, has a positive attitude, and displays a willingness and flexibility to help meet department/University goals in any capacity. Efficiency and expert-level organizational skills are a must—managing expectations is as important as managing projects. This individual takes initiative and is results oriented.

The MPM collaborates with UCM colleagues and business partners to plan, execute, and deliver diverse marketing and communications projects, encompassing a range of mediums, including print materials, email campaigns, and web initiatives. Serving as the primary liaison for stakeholders, the MPM ensures effective communication and timely project completion within budgetary constraints.

Working closely with marketing strategists and business partners, the MPM manages projects throughout the lifecycle, aligning them with business goals, gathering requirements, defining goals, identifying success metrics, creating comprehensive plans, managing timelines, and coordinating cross-functional teams. Additionally, the MPM identifies and communicates risks and changes in scope. As a proactive project leader, the MPM communicates progress, manages expectations, and fosters a positive environment for achieving objectives.

Efficiency and a focus on process improvement drive the MPM to share best practices and seek optimization. Staying calm under pressure and a sense of humor help navigate the demands of high-priority projects. Flexibility and a commitment to excellence are essential for successful project outcomes.

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What We're Looking For

Basic Requirements:

- Bachelor's degree in related field, specialized training or equivalent experience
- 7-9 years project management experience, with at least 2 of those years in an advertising/communications/marketing setting
- Strong written and verbal communication skills
- Ability to brainstorm creative solutions to problems
- Experience collaborating with a diverse, multidisciplinary team
- Attention to detail
- Desire to learn and apply new skills
- Friendly, creative, collaborative, and independent
- Superior written and oral communications skills

Preferred Qualifications:

- Experience working in higher education a plus
- Project management credentials a plus

Pay Range

Minimum \$84,400.00, Midpoint \$105,550.00, Maximum \$126,700.00

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



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