

Marketing Specialist - The Fletcher School Tufts University

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Posted Oct. 9, 2024, set to expire Feb. 21, 2025

Job Title	Marketing Specialist - The Fletcher School
Department	The Fletcher School
Institution	Tufts University Medford, Massachusetts
Date Posted	Oct. 9, 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/21012?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

The Fletcher School is the United States' first professional graduate school of international affairs. Since 1933 Fletcher's multi-disciplinary education in international relations, law, and business, has prepared the world's leaders to become innovative problem-solvers in government, private sector, and non-governmental organizations. The Fletcher School seeks to fulfill its mission in the most environmentally sensible way possible.

What You'll Do

The Marketing Specialist will play a crucial role in supporting the development and execution of marketing initiatives that align with the school's strategic goals. Reporting to the Associate Director of Marketing, this position is ideal for a highly organized, early-career professional with a passion for marketing, design, and digital content management. The Marketing Specialist will collaborate closely with marketing and communications team members to create visually compelling content, manage website updates, and contribute to

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various marketing campaigns.

Essential Functions:

- Assist in the planning, execution, and evaluation of multi-channel marketing campaigns.
- Design and produce high-quality visual content for various platforms, including social media, websites, email newsletters, and print materials.
- Edit photos and graphics to ensure they meet brand guidelines and are optimized for different formats.
- Assist in the creation of promotional materials, ensuring consistency with the school's brand identity.
- Regularly update and maintain website content to reflect current events, academic programs, and other initiatives.
- Work closely with internal stakeholders to ensure the website is user-friendly, up-to-date, and accurately represents the school's offerings.
- Contribute creative ideas to enhance the effectiveness of campaigns aimed at promoting academic programs, events, and other school initiatives.
- Assist in managing the school's social media channels, including content generation, posting schedules, and community engagement.
- Collaborate with the Associate Director of Marketing to monitor and analyze campaign performance, providing insights for continuous improvement.
- Work alongside the marketing team, admissions, and other departments to ensure alignment with institutional goals.
- Coordinate with external vendors as needed for the production of marketing materials.
- Stay informed about marketing trends and best practices, particularly in the higher education and international affairs sectors.
- Perform other duties as assigned to meet the ongoing needs of the marketing department.

What We're Looking For

Basic Requirements:

Knowledge and experience typically acquired by:

- Bachelor's degree in Marketing, Communications or a related field.
- 1-3 years of experience in marketing, communications, design, or related roles.
- Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Experience with photo editing and graphic design, with a strong portfolio showcasing your work.
- Comfortable managing website content, with experience in CMS platforms (e.g., WordPress, Drupal).
- Basic understanding of SEO and web analytics.
- Proficiency in social media strategy, content generation, and performance measurement.
- Strong attention to detail and the ability to manage multiple projects simultaneously.

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- Excellent communication and teamwork skills.
- A proactive, creative mindset with a willingness to learn and adapt.

Preferred Qualifications:

- Experience in higher education or non-profit marketing.
- Knowledge of digital marketing tools and strategies.
- Familiarity with video editing software

Special Work Schedule Requirements:

- This position has a Hybrid schedule; accessibility to be on campus regularly is a must.

Pay Range

Minimum \$58,750.00, Midpoint \$73,550.00, Maximum \$88,300.00

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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