

## Marketing Specialist - Executive Education Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=251660>

Downloaded On: Apr. 22, 2025 8:58am

Posted Jan. 15, 2025, set to expire Dec. 31, 2025

<b>Job Title</b>	Marketing Specialist - Executive Education
<b>Department</b>	The Fletcher School
<b>Institution</b>	Tufts University Medford, Massachusetts
<b>Date Posted</b>	Jan. 15, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing Communications/Public Relations
<b>Job Website</b>	<a href="https://jobs.tufts.edu/jobs/21299?lang=en-us&amp;iis=Job+Board&amp;iisn=AcademicKeys">https://jobs.tufts.edu/jobs/21299?lang=en-us&amp;iis=Job+Board&amp;iisn=AcademicKeys</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Overview

The Fletcher School is the United States' first professional graduate school of international affairs. Since 1933 Fletcher's multidisciplinary 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 primary aim of The Fletcher School is the same as it was when conceived by its founders in 1933: to offer a broad program of professional education in international relations to a select group of graduate students committed to maintaining the stability and prosperity of a complex, challenging and increasingly global society. Our mission remains (a) To educate professionals from around the world and to prepare them for positions of leadership and influence in the national and international arenas; (b) To increase understanding of international problems and concerns through teaching, research and

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publications; and (c) To serve local, national and international communities in their search to develop relationships of mutual benefit, security and justice in an increasingly interdependent world.

### **Executive Education at Fletcher**

Since its founding, The Fletcher School has prepared leaders to tackle the world's most pressing challenges. Our alumni serve in the highest levels of leadership in the public, private, and non-profit sectors. They are ambassadors and advisors, respected voices from distinguished media outlets, heads of global non-profit organizations, and leaders of some of the world's largest companies. Today we continue this tradition of training global leaders in diplomacy, law, business, and economics through our executive education programs, in which members of our distinguished faculty prepare international professionals to know and navigate the world.

The Fletcher School seeks to fulfill its mission in the most environmentally sensible way possible. We are also committed to increasing the diversity of our administrative staff. Members of under-represented groups are strongly encouraged to apply.

### **What You'll Do**

The Marketing Specialist manages strategic and digital marketing campaigns employing a range of techniques across multiple digital channels (website, social media, etc.) for a variety of lead-generating ventures, including building awareness of and growing interest in the Fletcher Executive Education program portfolio.

### **Essential Functions:**

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- Collaborates with external digital marketing agency partners and school-based marketing colleagues to manage open-ended and concurrent marketing campaigns to build awareness of and generate leads for Fletcher Executive education programs. Works with business partners to understand the client-audiences for each program and coordinates keyword and ad-buy purchases to optimize reach and penetration across all market segments. Research keywords for use as part of Google AdWords and search engine optimization (SEO) tactics and monitors websites in the Google Search Network where ads may potentially be placed to ensure replacement supports the Fletcher brand and values. Manages creation of consumer-facing landing pages to ensure best practices are being followed and that the student-consumer experience is as seamless as possible. Employs marketing automation and remarketing techniques to follow up with prospective student leads.
- Tracks and reports to clients on performance metrics (e.g., target number of applicants/registrants, revenue targets) and uses analytics to deliver actionable insights.
- Collaborates with Communications and Marketing team members to ensure integrated communications and marketing across digital and print platforms.
- Coordinates with Creative and Digital Services team to create a unified digital presence for all programs and ensures website landing pages are accurate, on brand, and align with campaign messaging.
- Collaborate with the team to create monthly content plans for blog, website and social pages.
- Successfully manages multiple projects—on time and within budget—from concept to completion.
- Builds successful client relationships through timely and professional interpersonal communications—written and verbal—and proactively responding to client requests and feedback.
- Conducts discovery sessions with university clients to define program descriptions, competitive market, target audiences, revenue goals, etc. and sets campaign strategy to meet targets.
- Remains current on market trends, competitors research, emerging technologies, and best practices in digital marketing for executive education.
- Organize and promote webinars, information sessions, and regional events to increase Fletcher Executive Education's visibility and engagement.

### What We're Looking For

#### Basic Requirements:

- B.A./B.S. in marketing, marketing communications, or related field
- 3-5 years' experience in online marketing, managing budgets and achieving revenue targets

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- Proficiency with direct response principles and practices, including marketing automation techniques
- Mastery of major social platforms to reach specific audience segments
- Hands-on experience managing online lead generation and conversion programs
- Fluency with Google Analytics and similar tools
- Experience with CRM tools such as Monday, Salesforce
- Ability to translate analytics and metrics into actionable insights
- Experience working in CMS (e.g., Drupal or WordPress) and bulk email tools
- Ability to manage multiple projects with speed and accuracy in a deadline-driven environment
- Strong written and verbal communications skills
- Experience managing client relationships and third-party vendors

### **Preferred Qualifications:**

- Experience working in a professional environment
- Higher education experience a plus, but not required
- Online marketing agency experience a plus, but not required

### **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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