

About NewSchool of Architecture & Design: NewSchool of Architecture & Design (NewSchool) is a globally recognized and awarded design university known for its forward-thinking professors, an inspiring campus community, and top industry connections and collaboration opportunities.

Position Summary:

NewSchool is seeking a full-time Marketing Specialist responsible for implementing, tracking, and reporting on marketing conversion campaigns and marketing activities to increase lead quality and volume and drive new student enrollments as well as grow the NewSchool brand. This person will be responsible for supporting ongoing marketing functions (CRM maintenance, reporting, website, social media, email campaigns, events, vendor management) as well as integrated marketing campaigns and will need to track, analyze and report on key marketing data.

Essential Duties and Responsibilities:

- Oversee and analyze campaign/channel performance, track conversions, provide insights and make recommendations to the Director of Marketing
- Manage and troubleshoot lead flow and attribution from all marketing channels into CRM (Salesforce)
- Execute ongoing email, social media, and direct mail campaigns designed to maximize lead generation and conversion as well as fostering growth of the NewSchool brand
- Manage and regularly maintain website content
- Maintain campaign and content calendar to ensure on-time, relevant launch of conversion programs and marketing campaigns
- Communicate with external vendors to facilitate the creation and implementation of marketing conversion programs
- Coordinate with internal and external audiences to ensure that proper tracking is occurring in order to gauge campaign effectiveness
- Monitor campaign responses and forward new information to appropriate parties
- Partner with enrollment department, academics, student support teams, students, and alumni to assist in new student recruiting and in telling the NewSchool story
- Develop and refine lead nurturing campaigns to support engagement and conversion of prospective students
- Coordinate efforts with and provide support to other Marketing Specialist
- Execute social media marketing efforts across all channels
- Deliver weekly lead gen reporting; provide analysis as needed
- Event planning and management
- Research market trends and competitors
- Stay up to date on current digital marketing trends, marketing best practices, and compliance
- Manage internal sites and content, maintain updated information and creative assets.
- Assist Director of Marketing and other Marketing team members with ongoing projects
- Help manage Marketing Department student workers as needed

Other Duties and Responsibilities:

- Recommend and develop effective acquisition strategies for securing high quality prospective student leads in the digital space
- Direct agency and vendors in creation and implementation of effective lead generation campaigns that meet the key performance indicators
- Develop marketing campaign launch plans and lead a cross-functional team through execution, results, and analysis for future direction.

- Individual must gain an in-depth understanding of the higher education industry to provide educated recommendations to management on direction, profitability, and ROI for new and existing campaigns
- Ensure lead generation strategies integrate with university/college and/or program specific marketing strategy
- Develop and lead strategic projects that arise from an in-depth understanding of the market.
- Manage budget and invoicing process with suppliers in accordance with monthly, quarterly, and yearly plans
- Research and interpret business and audience trends; translate these trends into successful programs.
- May perform other duties and responsibilities as requested

Education & Experience:

- Bachelor's degree in marketing, communications, or related field required.
- 3-5+ years' experience in various areas within marketing, with an emphasis on reporting/analysis, digital marketing, and marketing messaging.
- Experience with Salesforce; managing lead flow, lead attribution, and reporting.
- Experience managing marketing vendors, especially digital
- Proficient in email marketing platforms and best practices, experience writing and developing marketing email communications
- Experience producing marketing collateral including copywriting, graphic design and/or working with designers
- Experience working with printers, and coordinating with fulfillment houses
- Must be highly professional, self-motivated, team-oriented and an excellent communicator
- Must have a high attention to detail and the ability to handle multiple tasks in a constantly changing, fast-paced environment
- Ideal to have graphic and web design skills with the ability to produce design projects as needed
- Ideal to have photography and video-editing skills
- Experience with public relations also a plus

Reports To: Director of Marketing & Communications

Supervisory Responsibility: No

Working Conditions:

Normal office conditions. Work is performed primarily in a standard office environment but may involve exposure to moderate noise levels. Work involves operation of personal computer equipment for six to eight hours daily and includes physical demands associated with a traditional office setting, e.g., walking, standing, communicating, and other physical functions, as necessary.

How to Apply:

Please submit your cover letter and resume as a single attachment when applying to careers@newschoolarch.edu.

NewSchool of Architecture & Design is an equal opportunity at will employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, sexual orientation, pregnancy, and pregnancy-related conditions, or any other characteristic protected by law.