JOB DESCRIPTION: MARKETING SPECIALIST

Wofford College invites applications for a marketing specialist for the Office of Marketing and Communication (OMC). OMC oversees the college’s marketing and communication strategies and is responsible for all aspects of creative services; digital marketing; features and publications; news, public relations, internal and crisis communications; and photography.

The marketing specialist is a full-time, exempt position that works with all administrative staff and faculty departments across the college with special emphasis on the Offices of Advancement and Enrollment. The position directly reports to the senior director of marketing. Hours of work performance are approximately 40 hours/week. Depending on activities and special events, evening and weekend hours may be required at times; otherwise, the normal work schedule is 8:30 a.m. to 5 p.m., Monday through Friday.

KEY RESPONSIBILITIES:

The marketing specialist is responsible for strategic coordination and implementation of all college marketing, including, but not limited to:

- Consulting with college colleagues with regard to marketing needs and objectives to meet marketing goals.
- Writing and executing marketing plans in conjunction with campus colleagues, with particular emphasis on the Offices of Advancement and Enrollment.
- Collaborating with other members of the OMC team and marketing and communications staff across campus to recommend and guide all social media marketing efforts.
- Tracking, measuring and developing metrics to demonstrate marketing success or making appropriate changes to plans as necessary based on analytics.
- Understanding and interpreting analytics and other metrics and using these data to inform future communication and marketing efforts.
- Helping the college stay on message and on brand within all marketing efforts.
- Other duties as assigned that help promote and advance the mission and purpose of Wofford College.

QUALIFICATIONS:

A college degree or equivalent experience and minimally one year of professional marketing experience is required for appointment.

Expert knowledge in the latest digital and social media technology and channels to reach a variety of unique audiences is highly desirable, along with excellent organization, project management, and communication and writing skills are highly desired. Other preferred skillsets include: the ability to quickly learn and grasp job expectations, video shooting, editing and photography experience, possession of strong technical skills (including demonstrated...
proficiency in content management systems, HTML, email marketing and social media platforms) and experience and desire to work and thrive in a team approach.

APPLICATION:

Email the following application documents as PDF files to omcmarketer@wofford.edu:

- Letter of interest explaining how you meet the qualifications of the position.
- Current resume.
- Names and contact information (email and telephone numbers) of at least three professional references.
- A document that demonstrates a professional marketing portfolio that meets the needs of the position’s objectives (recommended but not required).

Applications received before April 1, 2019, will be given priority review.