

Job description: Marketing Manager

Reports to: Vice President of Enrollment Management and Marketing

Franklin University Switzerland seeks a Marketing Manager to develop, execute, and analyze marketing and promotional activities in support of the University's strategic communication and enrollment goals. Working in conjunction with the departments of Admissions, Alumni, Communications, and Web Services, this position will ensure that all marketing and promotional activities are executed efficiently and effectively. This position will report to the Vice President of Enrollment Management and Marketing and will work on campus in Lugano, Switzerland.

The position requires excellent (native, or near native) command of written and spoken English.

Essential Duties & Responsibilities

Content Creation/Execution, Promotion and Direct Marketing:

- Manage marketing campaigns and execute the production of marketing collateral in line with student acquisition strategies – including the development of print pieces, digital promotion, media buys, and social media campaigns.
- Plan, manage, and create content and features on the University's website in conjunction with the webmaster, as well as with internal stakeholders.
- Actively manage external vendors to assist in the production of digital assets and content. Manage a team of students who provide content and assistance with projects.
- Working with the Director of Admissions, plan, develop, execute, and evaluate direct marketing campaigns for prospective student inquiries.
- Ensure institutional adoption of a clear, consistent brand image and application of the brand in marketing practices.
- Identify, analyze, and select media vehicles, and execute plans to achieve marketing objectives on-time and on-budget.

Social Media Strategy and Implementation:

- Develop and maintain digital media strategies for the University.
- Implement internal and third-party digital media software tools, services and vendor products, as appropriate to achieve these goals.
- Manage the University's social media presences on Twitter, Facebook, Instagram, YouTube, LinkedIn, and other platforms in conjunction with the Offices of Admissions, Communications and Alumni.

- Identify, investigate, and apply emerging technology trends to meet the university's priorities.

Reporting and Analytics:

- Collect and analyze web and digital platform engagement data and use it to develop informed web content and strategies, with the goal of improving the user experience and conversion.
- Evaluate segmented messages, and employ techniques (such as a/b testing) to improve and refine messaging.
- Other duties as assigned by the Vice President of Enrollment Management, including but not limited to, representation of the department at admissions events, orientation, on-campus events, networking events, and other university functions.
- Assist the VP of Enrollment Management and Marketing on the development and management of marketing-related budgets.

Qualifications:

- Bachelor's Degree in new media studies, digital media, communications, marketing or related field.
- 3 years of experience in marketing, preferably in a higher education setting.
- Excellent English language writing, editing and project management skills.

Skills & Abilities

- Multiple language skills and experience living or traveling outside native country desirable; Excellent cross-cultural communication and interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the University's internal and external communities;
- Experience in developing communications flow and direct marketing campaigns using CRM systems; Slate experience preferred;
- Ability to project manage and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines;
- Ability to work both independently and as a team member.
- Ability to work evenings and weekends as needed;
- A strong belief in the value of a liberal arts and international education, and ability to convey that belief to others with credibility and enthusiasm;
- Ability to work with students, partners and vendors to develop sensible, high-quality, and aesthetic graphic and media design;

- An understanding of the University's current and future audience segments, and ability to develop appropriate and compelling messaging to reach these audiences.

About Franklin: Franklin University Switzerland is a private, independent University recognized and accredited in Switzerland and the United States. It offers a unique and innovative approach to Liberal Arts education, characterized by an emphasis on international exposure and experiential learning in a diverse environment and a unique semi-annual program of credit-bearing, faculty led international travel.

How to Apply: Applications should include a letter of interest, a resume and the names and contact information for three referees. Digital portfolio and written work samples are required for interviewed candidates. Please apply electronically to mktgsearch@fus.edu. Anticipated start date: November 1, 2017 or soon thereafter. Applications will be reviewed upon submission. Franklin University Switzerland is an Equal Opportunity Employer.