

## **Job Description**

### **Marketing and Communications Specialist**

#### **About Adler Graduate School**

Located in the Twin Cities metro area, Adler Graduate School offers master's degree, certificate, and license-only programs in counseling and psychotherapy. It is a well-respected graduate institution educating and training mental health practitioners. At its core remains the Adlerian philosophy of encouragement, open-mindedness, and mutual support to advance the public interest. Visit [www.alfredadler.edu](http://www.alfredadler.edu) for more information.

#### **Vision Statement**

"The Adler Graduate School will be a leader in empowering and developing mental health professionals to transform society through social interest in action."

#### **Mission Statement**

"Preparing mental health professionals with a strong Adlerian foundation to foster encouragement, collaboration, and a sense of belonging to the individuals, families, and the culturally diverse communities they serve."

**JOB TITLE:** Marketing and Communications Specialist

**GENERAL STATEMENT OF DUTIES:** The Marketing and Communications Specialist oversees the development and execution of a strategic marketing plan for the institution. The Specialist will manage institutional branding and messaging across all communication channels and will develop compelling, on-brand content and graphics that engage our audience and build a stronger following.

**SUPERVISION RECEIVED:** Reports to the Director of Admissions

**SUPERVISION EXERCISED:** None

#### **ESSENTIAL FUNCTIONS:**

##### Strategic Marketing Plan

- With input from the school President and Director of Admissions, create a strategic institutional marketing plan and manage a marketing budget.
- Create and oversee marketing communications production calendar.
- Create and implement a search engine marketing strategy and content marketing efforts for lead generation.

- Responsible for overseeing public relations strategy to include media engagement, press releases, web stories, and events.
- Collaborate with coordinator of Adler Institute for Continuing Education to develop and implement a marketing strategy specific to the Institute.

#### Content Creation

- Develop, edit, and publish all content in digital format, print collateral, and advertisements.
- Develop and schedule posts for all current and future social media platforms including, but not limited to Facebook, Twitter, LinkedIn, Instagram, and Google+.
- Create and edit SEO-friendly content for AGS website, blogs, videos, newsletters, social media channels, etc.
- Assist with the design and production of in-house marketing materials.
- Write and distribute press releases.
- In collaboration with the school President, develop and design events and marketing communications for alumni, donors, and donor prospects, including emails, e-newsletters, special announcements, etc.
- Manage all website updates using the Drupal platform.

#### Marketing Data Analysis

- Prepare reports which effectively evaluate current marketing initiatives; make strategic spending decisions based on resulting data.
- Use analytic data to assess effectiveness of message and timing of social media posts and adjust communications plans accordingly. Keep up with changing trends through reading and research and monitor social media platform analytics to recommend best strategies.
- Track news releases, media placements, and mentions by keeping an effective marketing report and maintaining files of press clippings, news releases, etc.

#### Collaboration

- Coordinate efforts of outside agencies to advance marketing goals.
- Partner with other departments to acquire additional marketing content.
- Serve on institutional committees to collaborate and support marketing, strategic enrollment management, recruiting, and public relations efforts.
- Serve as a member of the Admissions team assisting with data management, events, travel materials, and other duties as assigned.

#### Brand Management

- Ensure excellence and effectiveness of the AGS website and its ability to communicate the institutional brand.

- Provide editorial and creative governance to ensure all content is consistent with brand voice, style, and tone.

### **REQUIRED QUALIFICATIONS AND ABILITIES**

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities necessary for this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in Marketing, Communications, or related field.
- At least two years in development of comprehensive marketing plans.
- Experience with digital content creation, media buying (traditional and digital), and marketing automation programs.
- Excellent written, verbal, and presentation skills.
- Skill in editing documents for correct grammar.
- Skill in creating content strategies and developing/editing content and creative assets for the web, social media, print, and email.
- Skill in web design software, Google analytics, and social channels including Twitter, Facebook, Instagram, LinkedIn, Snapchat, and Google+.
- Exceptional project management skills
- History as an effective self-starter with ability to project manage large-scale efforts independently.
- Knowledge of HTML, CSS, Microsoft Office, Adobe Creative Suite, Google AdWords and Analytics, Constant Contact, Hootsuite and/or Buffer.
- Knowledge of SEO/SEM.
- Knowledge of organic and paid social media amplification through various marketing channels.
- Strategic and creative thinker, able to manage multiple projects simultaneously.
- Collaborative spirit who enjoys building relationships and teams.
- Ability to use initiative and independent judgment within general policy guidelines.
- Commitment to current best practices and unyielding ethical practices.

### **PREFERRED QUALIFICATIONS AND ABILITIES**

- Preferred candidate will have 3-5 years of experience with specific knowledge of internet marketing

### **PHYSICAL/MENTAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical demands include the ability to sit for an hour at a time; stand for 8 to 10 hours during recruitment events; hearing and speech to communicate clearly in person or over the telephone; ability to speak loudly and clearly to a large room of people without a microphone, ability to walk, reach, bend, stoop, lift, push, transport, and move up to 25 pounds.

Manual dexterity and visual acuity requirements include the ability to operate normal office equipment, such as a computer, telephone, and copier. Specific vision abilities include close, distance, color, and peripheral vision; depth perception; and the ability to adjust focus.

### **ENVIRONMENT/WORKING CONDITIONS**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed in an indoor educational environment and involves frequent contact with students, staff, faculty, alumni, and the public. There is a moderate level of noise with the potential for high levels of noise at public recruitment events. Work may be stressful at times.

**This description is intended to provide only basic guidelines for meeting job requirements. Responsibilities, knowledge, skills, abilities, and working conditions may change as needs evolve.**

Adler Graduate School (AGS) does not discriminate on the basis of race, creed, color, national origin, religion, sex, age, disability, sexual orientation, veteran status, marital status, familial status, public assistance, or local human rights commission activity in employment of faculty or staff, admission or treatment of students, or operation of educational programs and activities. AGS is committed to providing equal education and employment opportunities in accordance with all applicable Federal and State laws, including Title IX of the Education Amendments of 1972.

**Interested applicants should send a resume, cover letter, and three professional references to Christina Hilpipre-Frischman, Director of Admissions, [christina@alfredadler.edu](mailto:christina@alfredadler.edu).**