Title: Marketing Support

Location: College Hall, 347

Job Type: Student Assistant

Start Date: ASAP

Work Schedule: 20 hours per week

Wage: $12.50/hr

Job Description: Provide marketing support in conjunction with Graduate Program Managers for online programs to support development of department strategy and individual program strategies in conjunction with Marketing and program managers.

- Collect, maintain analyze quantitative and qualitative data for online programs to inform decisions for online programs.
- Use Google Analytics and other evaluation tools (Google Analytics experience preferred or fast study required) to measure statistics from SEM and SEO campaigns.
- Conduct market scanning activities in defined list of organizations, web sites, etc., to support program development and development of material for social media.
- Conduct Online program exit interviews and Focus Groups as required
- Conduct secret shopping and website analysis on competitors
- Develop enrollment advisement scripts from identified benefits and competitive positioning statement
- Work with Graduate Program Managers and Office of Online Programs/Extended Learning to build ongoing list of testimonials from current and graduated students
- Special projects

Primary Responsibilities:

Marketing Collateral

- Recommend artwork and design for marketing and promotional materials
- Manage logistics of providing necessary technical specification to provide marketing collateral into marketing channels
- Develop program benefit statements from program features and curriculum
- Writing/coordinating blogs for website

Support and Media Strategy

- Develop social media strategy and make recommendations for social media spend, including what channels where MSU Online wants to establish a presence
  - Assure we have up to date MSU approved FB page
- Provide copyrighted material for introduction and monitoring onto social media channels
- Release and respond to communications through social media

Web support

- Maintain/update academic content on website
- Participate in web design based on best practices and in relation to competitor web sites
• Manage copyrighted material from identified digital marketing campaigns to support enrollments on web site
• Manage leads from websites and coordinate with GPMs for tracking

Application Instructions:

Please email resume to Peter McAliney mcalineyp@montclair.edu