



**Title** Copywriter & Marketing Coordinator

**Job location** Washington, DC

**Status** Full-time

**Supervisor** Shelley Jessee, Director of Marketing

**Accountable to** Jocelyn Flint, Director of Communications

**Anticipated Start Date** May 2017

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### Description of the Organization

CET Academic Programs is a study abroad organization based in Washington, DC that has been developing and delivering innovative educational programs abroad since 1982. Originally “China Educational Tours,” CET began operations in Beijing, later expanding to other cities in China and then to other countries around the world. Today, CET is staffed by over 60 full-time employees and offers semester and summer study abroad programs in Argentina, Brazil, China, the Czech Republic, India, Italy, Japan, Jordan, Taiwan and Vietnam, as well as short-term, customized programs worldwide.

CET is known for high program standards, strong academics, a nimble and collaborative approach to partnerships, and supportive student services. As the only US provider to house students with local roommates in each of its locations, CET integrates students into their overseas communities and facilitates development of lasting relationships with local hosts. As an environmentally conscientious organization, CET seeks to adopt sustainable measures across its operations. And through its commitment to inclusion, CET seeks and encourages the participation of students from diverse backgrounds, ensuring a welcoming, hospitable program environment that promotes student learning.

### Description of the Position

The Copywriter & Marketing Coordinator (CMC) is part of the CET Marketing team, while providing support to the CET Administrative team. The CMC’s primary responsibility is to brainstorm, create, and transform ideas into words for inbound and outbound marketing projects. The CMC produces cogent, eye-catching text that uses appropriate tone, structure, and content to represent CET, drive student & partner engagement, increase student application & retention rates, and contribute to CET’s market presence and brand. The CMC *loves to write*, and is able to adjust writing to suit a variety of departments, voices, and

media, including: website, email campaigns, social media, newsletters, on-line ads, video, materials for conferences and company events, brochures, directories, etc. Because much of the CMC's writing is used for online marketing media and campaigns, the CMC is social-media savvy and open to learning new technological platforms.

The CMC reports directly to the Director of Marketing and is accountable to the Director of Communications. As CET increases its outreach to internal and external stakeholders, and develops new communications channels, the CMC's responsibilities may grow and change. For this reason, the ideal candidate is flexible and excited by new challenges, has strong organizational skills, and displays a passion for the written word. CET requests at least a two-year commitment to the position.

## Areas of Responsibility

### Writing & Editing

- Craft and update copy for the CET website. Content should be readable and accessible, while maintaining CET's standards of tone and approach. Content should make good use of SEO strategy.
- Write copy for the CET biannual newsletter, *INSIDE CET*. Ensure that content is eye-catching, relevant, and engaging.
- Manage the Student Correspondents program to encourage students to submit content-rich blog entries, photos, and videos while abroad. Work with the Director of Marketing to incorporate these entries into other areas of the website for maximum engagement.
- Write copy for external directories and guides (GoOverseas.com, TerraDotta Directory, etc.), ensuring that CET is represented robustly, accurately, and consistently.
- Conduct annual audits each fall of all Journeys materials to ensure staff have up-to-date resources at hand for the spring program proposal writing season, and proofread proposals as they are created.
- Craft content as necessary for conferences or events hosted by CET, such as RD Gras, Career Integration, NAFSA receptions, Forum events, etc.
- Serve as a copywriting and copyediting resource for all staff—crafting messages, editing content across all media, and polishing market-ready documents.
- Actively participate in the CET marketing team, and support all Campus Relations Managers by supplying the team with all materials and written documentation they need to promote CET programs on a variety of campuses and with a variety of stakeholders.

### Organizational Communications

- Regularly review and update the Programs Database to ensure that the information retrieved is aligned with needs for external material production.
- Pull, store, and curate quotes from CET student blog posts, evaluation, and other sources for use in external marketing materials.
- Work with Director of Communications to ensure consistency of internal messaging across CET teams.

- Work with the Director of Student Services to ensure that all *Your Questions Answered* website posts align with and support pre-departure media.

## Digital Marketing

- Create and edit email campaigns for leads and applicants using existing templates.
- Work with Director of Marketing to identify trends in applicant interest and behavior. Suggest new content for email and web marketing to increase CET's retention of applicants.
- Prepare content for all faculty and partner email outreach and announcements.
- Create content for on-line advertising initiatives, including Facebook and Google Ad copy.
- Write scripts for corporate or marketing videos, as needed.
- Other duties as assigned.

## Requirements

- Bachelor's degree. A liberal arts degree with a heavy writing component—English, History, Philosophy, Anthropology, etc.—is preferred.
- Outstanding writing skills, and proven ability to write effectively across all media and audiences. The interview process will include several writing tests and challenges, and writing samples are required with the application.
- Outstanding editing skills, and proven ability to provide actionable feedback on larger issues such as audience, purpose, and tone as well as detailed issues such as structure, usage, and grammar.
- Ability to work independently and collaboratively with a marketing team.
- Willingness to receive feedback from many colleagues of different roles and levels, and an ability to seamlessly incorporate this feedback and edits into final drafts.
- Excellent verbal communication skills, and exceptional knowledge of English grammar.
- Experience with the Microsoft Office suite, website creation, and social media management.
- Enthusiasm for technological solutions and willingness to try new platforms and learn new systems.
- Flexibility, and an enthusiastic willingness to take on new tasks and try new challenges.
- Ability to establish and maintain positive professional relationships and communicate effectively with colleagues, students, and staff.
- Superior organization skills and precise attention to detail.
- Strong time management skills; ability to manage conflicting priorities.
- Cultural sensitivity and experience working with students and colleagues of diverse backgrounds and ideologies.
- Ability to take initiative and use good judgement when solving problems.
- Website design and content development a plus. Experience with SEO and content marketing strategies is preferred.
- Patience, flexibility, positive attitude, and a sense of humor.

## Compensation

CET offers an excellent compensation package which includes salary plus:

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www.cetacademicprograms.com | 1.800.225.4262 | cet@cetacademicprograms.com**

- 5 weeks of Paid Time Off, to start
- 401K retirement plan
- Health and life insurance options
- 8 weeks of paid Parental Leave (maternity & paternity)
- Employee assistance program
- Travel and education-in-service opportunities
- Professional membership in the International Airlines Travel Agent Network
- Special bonuses that may be earned for profit sharing, employee referrals or benchmark anniversaries

This position is for employment within the United States. Please note that our company does not sponsor US employment visas. The successful completion of a background check is required for this position.

### To Apply

Our company is committed to diversity, and we work hard to maintain a welcoming, non-discriminatory office culture. We welcome qualified applicants of all backgrounds to apply to our openings. It is our policy to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law.

Qualified candidates should submit the following:

- Résumé.
- Formal cover letter that outlines the position to which you are applying (Copywriter & Marketing Coordinator), your qualifications and experience, and where you first heard about the position.
- List of three references.
- At least two writing samples. Samples that show *range*—use of different media, direction towards different audiences, etc.—are preferred.

*Applications missing any of these components will not be considered.*

**Application Deadline: March 17, 2016.**

Send application materials via email with “CET Copywriter/Marketing Coordinator” in the subject line:

Shelley Jessee  
Director of Marketing  
CET Academic Programs  
1155 Connecticut Ave NW, Suite 300  
Washington, DC 20036  
E-mail: [jobs@cetacademicprograms.com](mailto:jobs@cetacademicprograms.com)