



Title: Digital Marketing Coordinator

Status: Full-time

Job location: Washington, DC

Supervisor: Shelley Jessee, Director of Marketing

Start date: June 25, 2018

Description of the Organization

CET Academic Programs is a study abroad organization 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 locations around the world. Today, CET offers a varied portfolio of semester, summer, and short-term customized programs in Asia, Europe, Latin America, and the Middle East for college, high school, and pre-college students.

CET is known for high program standards, strong academics, a nimble and collaborative approach to partnerships, and supportive student services. Through elements such as field-based course components, internships, community-based learning, and housing with local roommates, CET strives to integrate students into the local community and facilitate lasting relationships with hosts. As an environmentally conscientious organization, CET aims 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 CET Digital Marketing Coordinator’s primary responsibilities are to assist in the design and distribution of CET email and ad campaigns; regularly update the CET website with new content and information; suggest improvements to CET’s marketing materials, both in print and online; coordinate the production process for CET program brochures and other printed materials; manage CET’s online presence including various social media platforms, study abroad directories, and email campaigns; and provide planning and support to organizational events and functions. The Digital Marketing Coordinator reports to the Director of Marketing and works closely with the Copywriter/Marketing Coordinator, who supplies the DMC with content for all marketing campaigns and platforms as necessary. The DMC also works collaboratively with

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other staff across the organization to support marketing plans and initiatives.

We are seeking detail-oriented candidates with marketing and design experience, the ability to work independently, strong organizational/administrative skills, and a commitment to study abroad. The ideal candidate will be both flexible and enthusiastic. He/she will work in the Washington, DC office.

Responsibilities

Digital Marketing Management

- Design email and ad campaign templates to distribute information to students, study abroad staff, and faculty.
- Coordinate the distribution of email newsletters and communications to relevant audiences via an email client and CRM platform.
- Work with Director of Marketing to identify trends in applicant interest and behavior. Suggest changes in campaigns to increase CET's retention of applicants.
- Assist with reporting, collecting of data, performance analysis, and generating of reports related to website performance and email and ad campaigns.
- Regularly update the CET website with updated information, new photos and media, and news announcements.
- Implement CET's social media strategy across a variety of platforms (Facebook, Twitter, LinkedIn, Instagram).
- Maintain program listings on study abroad directories.

Print Production

- Work directly with graphic designers, printers, and other vendors as needed to assist in the production and distribution of CET's brochures, print materials, and promotional items.
- Create, update, and edit flyers and promotional materials for institutions using existing templates.
- Maintain and improve CET's electronic image library.

Other Marketing Support

- Assist in the coordination of CET events such as the advisory committee meetings, RD Gras, and other CET-sponsored events.
- Prepare logistics of CET's presence at conferences for staff members attending.
- Visit US campuses to represent CET as needed.

Requirements, in Order of Priority

- A Bachelor's degree in marketing, communications, graphic design, or other appropriate area.
- Excellent management and organization skills; the ability to work independently.
- Superior interpersonal, written, and verbal communication skills (essential).

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- Willingness to learn new technologies.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- Knowledge of HTML and WordPress CMS.
- Strong problem solving skills and the ability to analyze and synthesize information.
- Flexibility and a sense of humor.

Salary and Benefits

CET offers an excellent compensation package which includes:

- Salary commensurate with experience
- 5 weeks of Paid Time Off, to start
- 401K retirement plan
- Health and life insurance options
- 8 weeks of paid Parental Leave (maternity & paternity)

This position is for employment within the United States. Please note that our company does not sponsor US employment visas.

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 includes the position title (Marketing Coordinator), your qualifications and experience, and where you first heard about the position
- List of three references

The successful completion of a background check is required for this position.

Application Deadline: May 29, 2018

Send completed applications to jobs@cetacademicprograms.com

Shelley Jessee

Director of Marketing

CET Academic Programs