



<b>Position Title</b>	Marketing Coordinator
<b>Department</b>	Marketing
<b>Status</b>	Full-time, salaried, non-exempt
<b>Location</b>	Washington, DC (Employees work a hybrid 2 days in the office/3 days remote.)
<b>Supervisor</b>	Senior Director, Marketing
<b>Anticipated Start</b>	Early November 2022

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### **Salary & Benefits**

CET Academic Programs (CET), a division of Academic Travel Abroad, Inc. (ATA), is committed to work/life balance and the standard work week here is 36.25 hours. If you're hired, this is what we'll offer you with a few of our benefit highlights:

- Salary range: \$45,000 to \$50,000; offered salary is commensurate with demonstrated skill level
- 27 days of Personal Time Off, 9 holidays, and up to 24 hours of volunteer time, all fully paid
- 8 weeks of paid Parental Leave (any parent, birth or adoption)
- 50% 401K match up to the first \$14,800 of an employee's contribution
- Up to \$100 per month in transit or parking benefits matched by ATA
- And of course: medical, dental, vision, LTD, Life, and FSA benefits

### **Description of the Position**

The Marketing Coordinator's primary responsibilities are to assist in the design and distribution of CET print and digital materials used to promote CET programs to students, university partners, and alumni. They 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; and provide planning and support to organizational events and functions. The Marketing Coordinator also works collaboratively with 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 and collaborate across teams, and strong organizational/administrative skills.

## **What you'll do...**

### *Project Management*

- Manage the marketing team's workflow by maintaining project management systems, responding to requests for materials from CET staff and partners, and keeping the team organized to meet deadlines and ensure deliverables meet the stated purpose
- Communicate with CET staff throughout the organization for program catalog and website review, receiving and incorporating edits to materials as needed
- Maintain CET's media library, organizing photo files and encouraging collection of new photos from students and on-site staff
- 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.
- Maintain marketing materials/collateral inventories in our Washington, DC office

### *Graphic Design Production*

- Assist with the creation and production of print and digital program catalogs in Adobe InDesign
- Assist with the creation of print and digital marketing content, including flyers, postcards, emails, and landing pages
- Design new materials to meet emerging trends and address student and university partner needs to promote the CET brand

### *Digital Marketing Management*

- Regularly update the CET website with new photos and media, paying special attention to ensuring that all student identities are represented in the visual representation of CET programs
- Implement requested text and photo edits on the CET website, responding promptly to requests from CET staff
- Design email and ad campaign templates to distribute information to students, study abroad staff, and faculty
- Assist with reporting, data collection, and performance analysis related to email and ad campaigns

### *Other Marketing Support*

- Assist in the coordination of CET events such as advisory committee meetings, conferences, and other CET-sponsored events
- Collaborate with the marketing team on other campaigns and marketing initiatives

## **We're looking for...**

- A Bachelor's degree in marketing, communications, graphic design, or other appropriate area.
- Excellent project management and organization skills; the ability to work independently.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- Comfort learning new systems and working with multiple systems concurrently to ensure the accuracy of information across platforms.
  - Systems used by this position include Office 365 (Word, Excel PowerPoint, Teams), Canva, Later (social media scheduling platform), Salesforce, Salesforce Pardot, WordPress, and Terra Dotta

- Ability to work independently and see projects through from beginning to end, both within your team and across departments
- A commitment to showcasing a diverse array of student experiences and to Diversity, Equity, and Inclusion initiatives
- Ability to establish and maintain positive professional relationships and communicate effectively with students, university partners, and CET staff in the US and overseas.
- Strong time management skills; ability to manage conflicting priorities and meet deadlines.
- A collaborative and creative team spirit
- Patience, flexibility, positive attitude, and a sense of humor.

## To Apply

Qualified candidates should complete our [application form](#) and upload the following materials:

- Cover letter
- Résumé
- 3 creative samples (e.g. this could be a graphic design project, social media posts you've designed, or logo/promotional material designs.)

Please upload documents in PDF, DOC, DOCX, JPEG, or PNG formats.

After completing the [application](#) and uploading the materials, select "Marketing Coordinator – CET Academic Programs." Applications missing any of these components will not be considered.

**Application deadline:** We encourage applicants to send their materials as soon as possible and before our best consideration date of October 7, 2022. The final deadline is October 14, 2022.

The successful completion of a background check, including professional/academic references, is required for this position.

To all recruitment agencies, CET/ATA does not accept agency resumes. Please do not forward resumes to our jobs, CET/ATA employees or any other company location. CET/ATA is not responsible for any fees related to unsolicited resumes.

## Our Commitment to Diversity

At CET/ATA, we don't just accept difference, we celebrate it. We use our diverse backgrounds and perspectives to benefit by enriching our stakeholders and ourselves. CET/ATA is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, Veteran status, genetic information, or any other protected characteristic under applicable law.

If you have a special need that requires accommodation, please let us know.

## COVID-19 Vaccination Requirement

CET/ATA has made the safety of our students, travelers, and colleagues, and our surrounding communities a top priority. As part of that commitment, all CET/ATA staff are required to be fully vaccinated against COVID-19. Proof of full vaccination against COVID-19 will be required before the start date of employment in order to work at CET/ATA. Requests for medical and/or religious exemption are accepted and are evaluated on a case-by-case basis. Failure to provide proof of COVID-19 vaccination or to obtain approval for a medical or religious exemption will result in the offer of employment being rescinded.

### **Description of the Organization**

CET Academic Programs is a study abroad organization that has been developing and operating 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 customized programs around the world for college and gap year students.

CET is known for strong academics, professional program management, a nimble and collaborative approach to partnerships, and supportive student services. Through elements such as field-based course components, internships, and housing with local roommates, CET strives to integrate students into the local community and facilitate lasting relationships with hosts. Through its commitment to equity and inclusion, CET seeks and encourages the participation of students from diverse backgrounds and strives to create program environments that foster critical thinking and an appreciation of difference. And as an environmentally conscientious organization, CET aims to adopt sustainable measures across its operations.

CET’s parent company, Academic Travel Abroad, Inc. (ATA) is an educational travel provider for many universities, cultural, and media organizations, as well as a growing number of commercial brands. Operating since 1950, ATA believes in celebrating and learning about diversity of people and cultures through travel and education. Our educational travel division is a leader in customized, branded, experiential travel and serves partners such as the Smithsonian Institution, NPR, Hearst, Zagat, Yale Alumni Academy, and the Massachusetts Institute of Technology. In this capacity, we are frequently the “brand behind the brand”. ATA also facilitates professional delegation travel in the fields of health, education, and law.