



California Institute of Advanced Management

MANAGEMENT THAT MATTERS

Marketing Coordinator Job Listing

ABOUT CIAM

The California Institute of Advanced Management (CIAM) is a nonprofit graduate university that produces socially responsible and globally oriented business leaders who will make positive changes in their communities. CIAM values and promotes a culture respecting ethics, integrity, and the fulfillment of duty to our constituents, employees, and society. These are values that flow directly from the wisdom and philosophy of Peter F. Drucker.

POSITION:

Job Title: Marketing Coordinator

Department: Marketing

Status: Non-exempt

SUMMARY:

The Marketing Coordinator plays a key role in executing marketing initiatives to enhance the university's brand, attract prospective students, and engage current students, alumni, and the broader community. This position supports digital and traditional marketing efforts and collaborates with various departments and constituents to ensure consistent messaging and branding across all channels.

ESSENTIAL RESPONSIBILITIES:

- Webmaster/Analytics, SEO, Google Ads management, Bing Ads, Yahoo Ads LinkedIn Ads Management, Newsletter Editor, Ad design support, Pardot/Email Marketing, Website Landing page Design, creation, and Management.
- Marketing Campaigns: Assist in the implementation of multi-channel marketing campaigns, including digital, print, social media, and email marketing, to promote university programs and events.
- Content Creation: Capture content for websites, newsletters, social media, and promotional materials, ensuring alignment with the university's brand and voice. Content creation is in developed in collaboration with an outside agency.
- Social Media Management: Maintain and grow the university's social media presence by posting and scheduling content and engaging with the audience.
- Event Coordination: Support the planning and execution of university events, including open houses, student recruitment, and faculty/staff gatherings.
- Collaboration: Work closely with admissions, academic departments, and external vendors to coordinate marketing efforts and maintain brand consistency.



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MINIMUM EDUCATION, SKILLS AND ABILITY REQUIRED:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 1-3 years of experience in marketing, preferably in higher education or a related field.
- Strong written and verbal communication skills.
- Proficiency in social media platforms, email marketing tools, and content management systems.
- Basic graphic design and video editing skills (Adobe Creative Suite or Canva preferred).
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Strong attention to detail and creativity.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

PHYSICAL REQUIREMENTS: The physical demands listed are representative of those that must be met by an employee to successfully perform the essential functions of the job.

- While performing the duties of this job, the employee is regularly required to stand, walk, sit; use hands for clerical duties and keyboarding.
- The employee is occasionally required to reach with hands and arms; stoop and kneel. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
- Acute hearing is necessary for telephone and in-person communication with callers and assisting students, and visual acuity sufficient to read a computer screen and paper documents.

SALARY: \$55,000 to \$62,000

Additionally, CIAM's Annual Safety and Security Report 2021-2023 report is available to you. This report is required by federal law and contains policy statements and crime statistics for the school. The policy statements address the school's policies, procedures and programs concerning safety and security, for example, policies for responding to emergency situations and sexual offenses. Three years' worth of statistics are included for certain types of crimes that were reported to have occurred on campus, in or on off-campus buildings or property owned or controlled by the school and on public property within or immediately adjacent to the campus. This report is available online at <http://ciam.edu/security-reports>. You may also request a paper copy from the Student Services/ Title IX office.