



PPRA Job Bank Form

Position:	Assistant Director, Marketing and Social Media
Organization:	Drexel University
Job Description/Requirements:	<p>The Assistant Director of Marketing and Social Media in the Office of University Communications at Drexel University will manage the day-to-day marketing and advertising functions carried out by the office on behalf of clients across the University. The Assistant Director of Marketing and Social Media plans and executes advertising strategies in support of enrollment and visibility goals, acts as the liaison between the university and external vendors and agency partners to execute marketing activities, manages multiple social media accounts on behalf of the university, oversees internal and external promotion of selected University events, and produces necessary reports for the department of University Communications.</p> <p>The Assistant Director of Marketing and Social Media reports to the Assistant Vice President of Marketing and Digital Strategy. All University Communications team members collaborate closely with the Senior Vice President for University Communications.</p> <p>Essential Functions</p> <ul style="list-style-type: none"> •Create content and effectively manage Drexel’s main Facebook, Twitter, Instagram and LinkedIn social media accounts •Work closely with Media Relations and Publications personnel and collaborate with writers and editors to repurpose existing content for social media •Maintain a comprehensive social media content calendar to keep track of upcoming important dates and events, content requests, monthly reports and social copy •Use social media platforms to promote and cover events for various University entities •Pitch content and strategy to AVP to raise the bar for content and engagement •Monitor channel-specific metrics in the form of a monthly report with the objective of showing improvements in organic reach and engagement •Stay up-to-date on trends and other factors that influence social reach and engagement •Maintain excellent customer-service standards while adhering to University guidelines •Offer creative ideas to keep Drexel’s social media presence professional and informative while also exciting and engaging

- Have fun engaging with the University's many constituencies
- Help oversee the advertising services managed by University Communications on behalf of Drexel clients
- Take the lead in relations with in-house advertising clients and external media outlets
- Plan and execute marketing strategies in support of information sessions, new programs, events and other University initiatives
- Coordinate media buys, including online, print, radio, outdoor and more through our preferred media buying agency
- Work with Project Coordinator to schedule and coordinate interdepartmental kickoff meeting with college/school, University Communications and Enrollment Management and Student Success teams and provide meeting recaps
- Coordinate meetings between college/school and external agency vendor and present final media plans to marketing and communications lead from each college/school
- Determine performance goals and budget of marketing campaigns and provide final report of campaign performance
- Make recommendations for creative ads, work with creative team to create assets and traffic creative assets for internal approval and deliver to agency for placement
- Manage client billing setup by sending PO quote to client in order PO number generation
- Create media placement plans for ad hoc ad campaigns based on client budget for specific publications
- Write ad copy and manage creative team to produce final ad assets for social effort ads for Institutional Advancement
- Prepare reporting of the University's social media performance through quarterly Deans Reports
- Must be proficient in social media scheduling and monitoring tools

Required Qualifications

- A Bachelor's Degree in English, Journalism, Marketing Communications or a related field.
- Five years of demonstrated, progressive work experience in either marketing, social media or advertising.
- Experience managing institutional social media platforms and the requisite analytics suites.

Preferred Qualifications

- Experience working in a Higher education and/or Advertising Setting is preferable.
- Familiarity with best practices in academic marketing and digital strategy.
- Experience including (but not limited to) media buying, copywriting, SEO, and production management.
- Strong time and project-management skills.
- Proficiency with all standard office productivity tools.
- Ability to master a variety of content- and project-management systems.
- Excellent interpersonal communication and client relation skills.
- Commitment to teamwork and collaboration within University Communications and with all other stakeholders.

Contact Information:

Joseph J. Master
Assistant Vice President | Marketing & Digital Strategy
University Communications

	<p>Drexel University 3141 Chestnut Street Curtis Hall, Room 230 Philadelphia, PA 19104 Tel: 215.895.6742 drexel.edu</p>
Special Notes:	<p>Please post for four weeks.</p>