

Job Title: Marketing Assistant

Department: Marketing

Reports to: Marketing and Sales Coordinator

Location: San Francisco, CA

Position Summary:

Reporting to the Marketing and Sales Coordinator, the Marketing Assistant will be responsible for marketing administrative functions supporting the overall goal of generating and converting Higher Education leads.

Responsibilities:

- Support the creation, fulfillment and inventory of marketing collateral (flyers, posters, postcards, signs, name badges and registration forms).
- Administrate high-volume mailings.
- Generate, interpret and socialize marketing campaign performance reports.
- Basic data entry, database maintenance, list preparation and generation.
- Tend to the administrative needs of sales, marketing and operations team.

Qualifications:

- Bachelor's degree with 2-4 years administrative/marketing experience.
- Strong organizational, project management skills, verbal and written communication skills.
- Be a self-starter and detail oriented.
- Possess the ability to thrive in a fast- paced environment.
- Ability to effectively manage internal/external vendors.
- Direct response/performance-based marketing experience and background in the education sector a plus.