

**Job Title: Marketing Manager**

Department: Higher Education

Reports to: Sr. Marketing Manager

Location: San Francisco, CA

**Position Summary:**

Reporting to the Senior Marketing Manager, the Marketing Manager is responsible for developing, executing and reporting on offline marketing and incentive programs designed to drive lead generation, conversion and retention specific to the Higher Education division.

**Responsibilities:**

- Develop strategic marketing plans designed to generate and convert leads for partner universities while maintaining budgeted expenses and hit stated ROI business targets.
- Manage process, logistics and track performance of direct mail and email prospecting, conversion and branding campaigns (i.e. traditional advertising, events).
- Responsible for copywriting, designing, producing and fulfillment of collateral library and print advertising materials.
- Provide campaign-specific support including materials, information packets, brochures, premiums and other event logistic support.
- Work with Marketing Operations Manager to optimize email campaigning/reporting.
- Collaborate with Sales Director and Field Sales to identify sales opportunities and outline support.
- Act as a liaison between senior management, university partners, operations team, and outside vendors to ensure open communication and consistent messaging.
- Facilitate and document weekly university marketing meetings and manage teams to complete assigned tasks on timelines/budget.
- Work with university partners to effectively leverage alumni databases.
- Manage and mentor marketing support team (1-3 team members).

**Qualifications:**

- 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.
- Provide leadership/guidance to Marketing support team.
- Ability to effectively manage internal/external vendor relationships, budgets and analyze costs. Experiencing managing small team.
- Direct response/performance-based marketing experience and background in the education sector a plus.