

## Marketing Content Specialist (Job #:100012BR)

<b>Campus</b>	West Valley
<b>Department Name</b>	Mary Lou Fulton Teacher's College
<b>Full-Time/Part-Time</b>	Full-Time
<b>Grant Funded Position</b>	This is a not grant-funded position and is not contingent on future grant funding.
<b>Salary</b>	\$51,840 - \$60,000 per year; DOE
<b>Close Date</b>	April 10, 2024
<b>Job Description</b>	<p>Arizona State University's Mary Lou Fulton Teachers College is hiring a versatile marketing content specialist to help shape and change the national conversation about education.</p> <p>Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education, education careers and scholarly research.</p> <p>Reporting to the communications director, the marketing content specialist will be part of a dynamic marketing and advancement team that strengthens the college's engagement with a number of constituencies: prospective students for bachelor's, master's and doctoral programs; professional educators looking to deepen their knowledge and advance in the profession; alumni; foundations; and media, policymakers, and influencers involved in national conversations about education.</p> <p>The marketing content specialist will develop stories, primarily for web and video, designed to advance the college's objectives in recruiting students, strengthening national and global reputation, and inspiring philanthropic support. Successful candidates will be comfortable generating content that highlights the college's strategic priorities, student and alumni achievements, and the research and intellectual capital of the college.</p> <p>Deliverables are likely to include web content, social media posts and video scripts about the impact of the college, its people, and its ideas. The marketing content specialist will also provide logistical and operational support with video projects. This may include conducting preliminary interviews with subjects; coordinating, managing and directing video shoots; and aligning content to the creative vision.</p> <p>The marketing content specialist will maintain copy editing standards and adhere to the MLFTC style guide. Key internal partners will include writers, graphic designers, and marketers, as well as members of the recruitment, development, and events teams. The ability to align deliverables with agreed-upon marketing and communications strategies is essential, as is the ability to exchange constructive criticism and to make revisions as directed.</p> <p>The ideal candidate will thrive as a collaborative and vocal member of an integrated communications and marketing team that is committed both to the college's mission and to continuous improvement as a team.</p>

<b>Essential Duties</b>	<ul style="list-style-type: none"> <li>• Develop stories about the college's people, including students and alumni, and about strategic initiatives.</li> <li>• Develop and adapt content for use on web, print, video and audio.</li> <li>• Interview current students, faculty, alumni and other members of the Mary Lou Fulton Teachers College learning community</li> <li>• Write social media posts</li> <li>• Collaborate with graphic designers and videographers</li> <li>• Participate in team meetings on strategy and execution of communications deliverables</li> </ul>
<b>Minimum Qualifications</b>	<p>Bachelor's degree in Journalism, English, Communications or related field AND five years of content marketing, marketing communications, marketing project management or related experience; OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved.</p>
<b>Desired Qualifications</b>	<ul style="list-style-type: none"> <li>• Demonstrated knowledge of how to tailor messages and formats to target audiences</li> <li>• Experience using project management platforms</li> <li>• Demonstrated knowledge of social media best practices</li> <li>• Experience developing content for a range of social media platforms such as Facebook, Instagram, YouTube, Threads and LinkedIn</li> <li>• Experience contributing to video projects from pre-production phase to final editing cuts</li> <li>• Experience adhering to style guides and brand standards</li> <li>• Experience managing and meeting the expectations of both clients and supervisors</li> <li>• Experience in work requiring attention to detail</li> <li>• Experience in engaging with constructive editorial critique</li> <li>• Experience in working in a fast-paced work environment and the ability to pursue multiple projects simultaneously</li> <li>• Experience working with a wide range of technologies and tools such as Google Suite, Adobe Creative Suite, Microsoft Outlook, Slack, Zoom and an ability to adopt new technologies as the organization adapts to changing needs and workflows</li> </ul>
<b>Work Environment</b>	<p>Activities are primarily performed in a regular, climate-controlled office setting subject to extended periods of sitting, standing, walking; visual acuity and manual dexterity associated with daily use of desktop computer; bending, stooping, reaching and lifting up to 20 pounds; ability to clearly communicate verbally in English, read, write, see, and hear to perform essential duties; regular review of completed tasks.</p>
<b>Department Statement</b>	<p>ASU's Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 8,000 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes</p>

	<p>action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.</p> <p>Aligned with ASU's <a href="#">charter</a>, MLFTC is committed to inclusion and student success. The college's core value of <a href="#">Principled Innovation</a> connects individual decision making with the social, cultural, emotional and educational needs of others while creating positive change for humanity.</p>
<b>ASU Statement</b>	<p>Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 100,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.</p> <p>ASU is a tobacco-free university. For details visit <a href="https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco">https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco</a></p> <p>Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other basis protected by law.</p> <p><b><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u></b>        In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at <a href="https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf">https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf</a>. You may request a hard copy of the report by contacting the ASU PD at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit <a href="https://cfo.asu.edu/az-resources">https://cfo.asu.edu/az-resources</a>.</p>
<b>Employment Verification</b>	ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.
<b>Fingerprint Check Statement</b>	This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.
<b>Instructions to Apply</b>	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p>

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position - [100012BR](#)