Marketing and Event Specialist

Position Available: Immediately
Posting Date: 08/26/13
End Date: Open until filled

Maryland University of Integrative Health (formerly Tai Sophia Institute) is the leading academic institution for integrative health in the nation. For nearly 40 years, MUIH has educated and informed leaders in health and wellness through transformative and relationship-centered programs that draw from contemporary science and traditional wisdom. MUIH offers graduate degrees and certificates in a wide range of wellness fields, as well as programs for professional and personal development. MUIH’s on-site Natural Care Center offers compassionate and affordable healthcare from student interns and professional practitioners.

Maryland University of Integrative Health is seeking a dynamic individual to serve as Marketing and Event Specialist. Reporting to the Marketing Manager, this new position is a critical member of the Marketing department and will work collaboratively with a wide range of colleagues within the organization. The ideal candidate will be able to create, market, and implement successful and engaging on-campus and virtual activities to build organizational visibility, reinforce the MUIH brand, and to help to attract qualified prospective students. The Marketing and Event Specialist will also contribute to creating marketing strategies and campaigns to promote MUIH’s academic programs and the Natural Care Center.

This person must have the ability to work flexible hours that may include some evenings and weekends.

Responsibilities/Duties
Responsibilities/duties include, but are not limited to:
• Creating, marketing, and implementing on-campus events and activities
• Creating, marketing, and implementing virtual learning activities and promotional events
• Creating, maintaining, and analyzing processes and procedures for on-campus and virtual events and activities from inception to completion
• Writing compelling copy for print and electronic ads, website content, and publications
• Implementing a communications plan for events and activities
• Maintaining up-to-date event registration records
• Analyzing each initiative and suggesting refinements for the future
• Editing copy from other authors
• Coordinating with database experts and the marketing and admissions teams to ensure accurate and relevant event registration data
• Representing the University at events
• Interacting with the public, faculty, staff, and students by phone and in person
• Participating as an active and engaged member of the marketing team by thinking strategically, offering recommendations, and adjusting editorial style and plans to reach varied and distinct audiences
• Performing other duties as assigned
Marketing and Event Specialist
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Qualifications
Required:
• Bachelor’s degree
• 2+ years of experience with marketing writing and proofreading content for print and electronic materials
• 2+ years of experience with event planning and implementation
• Proficiency in Microsoft Office
• Experience using databases
• Proven record of successful collaboration
• Strong organizational and interpersonal skills
• Commitment to continuous process improvement
• Ability to work independently and as part of highly integrated teams
• Ability to work a flexible schedule that includes some evenings and weekends

To apply: Interested individuals should forward their letter of interest (including salary requirements) and resume to our Office of Human Enrichment at jobs@muih.edu, referencing “1349 - Marketing and Event Specialist” in the subject line of the email.

Applicants are considered on the basis of individual merit without regard to race, color, national or ethnic origin, gender, gender identity, sexual orientation, marital status, pregnancy, age, religion, disability, genetic information, or any other characteristic protected by law. Maryland University of Integrative Health is committed to acting, communicating, and educating in ways that recognize and honor the full range of human diversity. EOE.