Online Marketing Specialist

Position Available: Immediately
Posting Date: 12/05/2014
End Date: Open until filled

Maryland University of Integrative Health is the leading academic institution for integrative health in the nation. For nearly 40 years, MUIH has educated practitioners in health and wellness through transformative and relationship-centered programs that draw from traditional wisdom and contemporary science. MUIH offers graduate degrees and certificates in a wide range of wellness fields, as well as programs for professional and personal development. In our on-campus Natural Care Center and community outreach settings, we provide compassionate and affordable healthcare from student interns and professional practitioners and deliver more than 35,000 clinical treatments and consultations each year.

Maryland University of Integrative Health is seeking a full-time Online Marketing Specialist to join the dynamic and high energy marketing and communications department. This unique opportunity enables a creative individual to develop vehicles to articulate the University’s brand and meet stated goals. This person is responsible for managing content for the University's external and internal websites, implementing email marketing campaigns, and collaborating with the marketing team to develop online campaigns for branding and awareness, student recruitment, patient/client recruitment, fundraising, and internal communications. The successful candidate must possess strong creative and technical skills, have the ability to manage competing and shifting priorities, and demonstrate commitment to collaborative and team-oriented work.

Responsibilities/Duties
The Online Marketing Specialist will:

Website Strategy and Management
- Manage and maintain the integrity, beauty, and functionality of www.muih.edu website and my.muih.edu (intranet)
- Edit website content to ensure it is current and relevant and information is presented clearly
- Maintain and explore new website functions that are dynamic and interactive
- Conduct frequent competitive analysis of benchmark colleges and making recommendations for website improvements
- Create strategies for search engine optimization (SEO) and employ tools, techniques, and current best practices for continual improvement

Email Marketing Campaigns
- Write, design, develop, and distribute email marketing through a CRM (Radius) to a number of constituent groups and stakeholders
- Format with HTML, CSS, and in-line CSS for email communications
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- Translate the MUIH brand through electronic media
- Ensure e-communications and reports are relevant, timely, functional, and well-written
- Design e-communications, ads, banners, and other online marketing pieces

Online Marketing Strategy and Project Management
- Manage web and e-communication projects
- Initiate, analyze, and manage Google AdWords campaigns
- Work closely and in coordination with internal colleagues in marketing, admissions, fundraising, and IT on projects needing writing and editing and/or online support
- Manage external vendors who provide technical expertise and support, web development, and web hosting
- Assist in creating outcomes for each initiative and analyzing results
- Prepare and presenting comprehensive reports and making recommendations for improvements
- Work with external vendors to provide website support

Other
- Perform other duties, as assigned

Qualifications
Required:
- Bachelor's degree, preferably in marketing/communications, computer science, or a related field
- 2+ years of experience in web content management through a CMS and creating/managing electronic communications, preferably in higher education
- Proficiency in HTML and CSS, Adobe CS6 Photoshop and Illustrator; HTML5 experience preferred
- Experience using commercial email services, such as Informz or Constant Contact; experience using a CRM preferred
- Knowledge of Microsoft Office
- Strong organizational skills and ability to multitask and meet deadlines
- Superior written and oral communication skills
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To apply: Interested candidates should forward a cover letter (including salary requirements) and resume to the Office of Human Enrichment at jobs@muih.edu. Please reference “1443 – Online Marketing Specialist” in the subject line of the email.