



April 2022

POSITION TITLE: Content Marketing Coordinator

ORGANIZATION BACKGROUND:

Mission: [Campus Philly](#) fuels inclusive economic growth by empowering diverse college students and recent graduates to explore, live and work in Greater Philadelphia.

Job Description:

Campus Philly seeks a full-time creative, enthusiastic, and entrepreneurial Content Marketing Coordinator to create, coordinate, and manage content and partner deliverables that encourage students to explore off campus, expand their networks, and pursue career opportunities in the Philadelphia region.

The Coordinator will work with both the Student Engagement and Partnerships teams, and will report to the Director of Content and Creative.

Examples of projects can include writing Campus Philly's annual *Guide to Philly* for an audience of college students and recent graduates, creating engaging posts for social (Instagram, Twitter, Facebook, LinkedIn, and TikTok), working with top Philly companies on dedicated email blasts, managing the Campus Philly Job Board and Calendar, or presenting to a group of interns at one of Philadelphia's biggest companies.

This role will also work on furthering Campus Philly's mission through strategic content and partner initiatives and projects, including:

- Create content and manage partner deliverables for social (Instagram, IG Reels, Twitter, LinkedIn, and occasionally TikTok)
- Contribute to Campus Philly blog, writing weekly articles and monthly comprehensive Resource Guides, and coordinating partner-developed posts
- Work with student contributors and influencers to develop and share content for the website and social
- Cultivate partnerships with regional brands through giveaways on social; manage giveaways from start to finish
- Manage the Campus Philly Brand Ambassador Program and work with our Ambassadors to publish photo/video and written content to the Campus Philly website and social media channels on a weekly basis
- Coordinate marketing partner deliverables such as dedicated email blasts, web banners, and newsletter ads, which includes: sending creative specs, setting due dates, obtaining assets, formatting deliverables, sending tests, and confirming partner approvals
- Gather, analyze, and report on key metrics for marketing partners following completion of campaigns
- Write bi-weekly student newsletters and targeted email blasts sent to 30K+ college students and recent graduates

- Update creative specs and media toolkit as needed
- Post Philly events to the Campus Philly Events Calendar
- Present, as needed, to student audiences on and off campus
- Reply to Instagram DMs, engage with students, and recruit promoters
- Find and post new jobs and internships to the Campus Philly Job Board
- Find and post new deals and discounts to share on social, via email, or through Weekly Picks Instagram posts
- Assist with virtual career fair tasks in Brazen, our virtual events platform

Preferred Skills and Abilities:

- Strong creative writing skills, with excellent grammar, spelling, and proofreading abilities
- Is active on Instagram and TikTok, and is comfortable using Twitter
- Very detail-oriented and extremely organized; able to manage multiple projects at one time and stay on schedule, ensuring all deadlines are met
- Ability to work independently, to take responsibility for a project, be creative in finding solutions as needed, and “own” project execution.
- Strong interpersonal skills; team player, with a can-do attitude and willingness to pitch in as needed to help colleagues.
- Experience in capturing and analyzing data using Microsoft Excel
- Excited about living and working in Philadelphia, exploring opportunities, and is able to convey that to others
- Is able to perform this role remotely and has a functional phone and Internet service for Zoom meetings with the Campus Philly team
- Bachelor’s degree required
- Photo and video skills strongly preferred
- Internships or job experience in creative, account, or project management at an ad agency or a background in advertising/marketing a huge plus

Benefits: Flexible work schedule. Generous paid time off policy. 90% of health insurance premiums and 100% of dental premiums covered by Campus Philly. Employer match to Simple IRA.

Salary Range: \$45K-\$50K

To Apply: Please email your resume and a writing or social media sample to Ashley Barber, Director of Content and Creative at abarber@campusphilly.org by May 15, 2022. We commit to keeping all applicants apprised of their status in the search process. The successful candidate will be prepared to start no later than July 1, 2022.

Campus Philly is an equal opportunity employer. It is the policy of Campus Philly to provide equal employment opportunity to all persons, regardless of age, race, religion, color, national origin, sex, political affiliations, marital status, non-disqualifying physical or mental disability, sexual orientation, membership or non-membership in an employee organization, or on the basis of personal favoritism or other non-merit factors.