

# Job Description: Integrated Marketing Manager (Digital & Brand)

**Position:** Integrated Marketing Manager

**Reports To:** Executive Director, School of Business and Director of Brand Marketing

**Location:** Remote (Hybrid arrangement with quarterly travel required)

**Employment Type:** Full-Time

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## Position Overview

The Integrated Marketing Manager will serve as the primary bridge between a leading marketing agency and Gordon College's Brand Marketing Department, overseeing both digital and brand strategy to drive awareness, engagement, and enrollment outcomes. This role combines the precision of digital marketing execution with the creativity of brand storytelling, ensuring campaigns are consistent, data-driven, and aligned with the college's mission and the agency's performance standards.

The successful candidate will thrive in a collaborative, hybrid environment—working remotely on a daily basis while committing to quarterly on-site visits for strategic planning and key campus events.

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## Key Responsibilities

### Digital Marketing Execution

- Plan and manage integrated digital campaigns across paid search, social, email, SEO, and display advertising channels.
- Analyze campaign performance, optimize ROI, and provide actionable recommendations.
- Oversee content calendars and ensure synergy between digital campaigns and brand initiatives.
- Collaborate with agency specialists (media buyers, designers, copywriters) to deliver high-performing campaigns.

### Brand Strategy & Management

- Partner with agency and college leadership to refine and execute a unified brand strategy that differentiates the institution in a competitive higher education market.
- Ensure brand consistency across digital, print, events, and partner campaigns.
- Support development of messaging frameworks, creative assets, and storytelling that resonate with prospective students, parents, alumni, and donors.

## **Collaboration & Stakeholder Engagement**

- Act as the liaison between the marketing agency and the college's internal marketing/communications teams.
- Translate strategic priorities into actionable marketing plans and creative briefs.
- Support admissions, alumni relations, and advancement teams with marketing strategies tailored to their goals.
- Coordinate cross-functional communication, ensuring alignment between campus stakeholders and agency deliverables.

## **Analytics & Reporting**

- Track key performance indicators across brand and digital campaigns.
  - Deliver regular reports highlighting successes, areas for improvement, and opportunities for innovation.
  - Provide insights to inform strategic decisions at the leadership level.
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## **Qualifications**

### **Required:**

- Bachelor's degree in Marketing, Communications, Business, or related field.
- 5+ years of experience in marketing, with strong exposure to both digital and brand functions.
- Proven ability to manage integrated marketing campaigns end-to-end.
- Strong analytical skills, with proficiency in Google Analytics, campaign dashboards, marketing automation, and CRM tools.
- Excellent communication, writing, and presentation skills.
- Comfortable working in a remote environment while managing multiple stakeholders.

### **Preferred:**

- Experience in higher education marketing, particularly in admissions or advancement.
  - Agency-side experience with higher ed or mission-driven clients.
  - Familiarity with marketing automation platforms (e.g., Salesforce, Slate, Marketo, etc.).
  - Strong project management skills with the ability to juggle competing priorities.
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## **Work Environment**

- Fully remote day-to-day, with flexible scheduling.
- Quarterly travel to the college campus for strategic planning meetings, events, and brand immersion.

- Occasional evening or weekend work may be required around key campaign launches or college events.

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## **Compensation & Benefits**

- Competitive salary commensurate with experience.
- Comprehensive benefits package (health, dental, retirement, PTO).
- Professional development support and opportunities to attend relevant conferences.