

POSITION ANNOUNCEMENT

Job Title: **Marketing Strategy Specialist**

Department: Office of Admissions and Marketing

Reports To: Director of Admissions and Marketing

SUMMARY

This position is responsible for advancing Madonna University's enrollment and brand visibility through targeted digital strategy, data-informed decision-making, and coordinated content planning. This position leads strategic digital marketing initiatives that attract, engage, and convert prospective students while strengthening awareness among community and campus audiences. The Strategist provides oversight of digital content development and collaborates closely with the admissions team and academic units. This role also ensures digital brand consistency and supports campus partners in adopting best practices for marketing and communication.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Leads the planning and execution of digital marketing strategies that support recruitment and enrollment goals, with emphasis on paid search (CPC), display (CPM), remarketing, social advertising, and video campaigns.
2. Monitors and analyzes digital performance across platforms to identify prospective student behavior trends and recommend adjustments that improve lead generation and conversion funnels.
3. Oversees development of digital content—including stories, blogs, student features, and multimedia—that highlight Madonna's mission, programs, student experience, and outcomes to drive prospective student interest.
4. Establishes and maintains a process for identifying and promoting university achievements, rankings, and recognitions that support the recruitment value proposition.
5. Provides strategic direction for producing photos and video assets that strengthen brand storytelling and enrollment communication.
6. Guides web content strategy for high-traffic recruitment and academic pages, ensuring prospective students can easily find relevant, engaging, and accurate information.
7. Recommends enhancements to program pages, admissions content, and landing pages to support lead generation and conversion.
8. Conducts SEO and usability reviews to enhance site visibility and improve user journeys from inquiry to application.
9. Oversees university-affiliated social media accounts, ensuring alignment with brand and enrollment messaging.
10. Supports campus partners—including academic departments and student services—with training and best practices for engaging prospective students on social platforms.
11. Maintains a current inventory of official social accounts and administrators, ensuring compliance with policies and consistent digital brand identity.
12. Provides strategic direction for email campaigns, digital ads, and communication assets that support recruitment, yield events, and student engagement.
13. Manages project flow with colleagues and campus stakeholders to align deadlines, priorities, and marketing outcomes.
14. Supervises professional and student staff, providing mentorship, training, and performance support to ensure high-quality marketing output.
15. Reviews and approves digital and promotional designs for brand consistency, licensing compliance, and alignment with university standards.
16. Works with internal departments and external vendors to ensure brand integrity across all channels.
17. Remains current with best practices in digital marketing, SEO, enrollment marketing, and emerging technologies to support continuous improvement.
18. Performs other duties as assigned.

QUALIFICATIONS: The above statements reflect the general responsibilities of the position and should not be construed as a detailed description of all the work requirements that may be inherent in this position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE: Bachelor's degree in Marketing, Journalism, Public Relations, Communications, or related fields; at least three years' experience in related field. Experience in newspaper, publication writing, social media strategy and Web content development, video production and photography. Excellent writing, oral and editing skills; must be

skilled in Microsoft Word, Adobe Creative Suite, PowerPoint, Excel, and Web posting and editing.

TO APPLY: External candidates please complete the application on our website at madonna.edu. Please send a letter of intent reflecting the above responsibilities and qualifications and a resume to hr@madonna.edu. Current employees please complete the internal application on **MY Portal >Employee Resources**.

MADONNA UNIVERSITY: A Catholic institution founded by the Felician Sisters, and guided by the values of St. Francis. Candidates must be committed to excellence in teaching, scholarship, and service, and support the Mission of the University. We are an equal opportunity employer committed to a culturally diverse workforce. We do not discriminate on the basis of race, religion, color, sex, age, national origin or disability. Candidates must be legally authorized to work in the United States. Verification of employment eligibility will be required at the time of hire. Thank you for your interest in employment opportunities at Madonna University.