Digital Marketing Content Writer - Graduate & Online Programs - Marketing Services

highereddjobs.com/search/details.cfm

Type: Full-Time
Salary: $57,151 - $59,000 per year
Posted: 23 days ago
Application Due: 01/23/2026
Category: Communications, Marketing, and Public Affairs

Ref. No.
WF250126

Position ID: 194949

About University at Albany:

Established in 1844 and designated a University Center of the State University of New York in 1962, the University at Albany's broad mission of excellence in undergraduate and graduate education, research, and public service engages a diverse student body of more than 17,000 students in nine schools and colleges across three campuses.

Located in Albany, New York, New York State's capital, the University is convenient to Boston, New York City, and the Adirondacks.

Job Description:

The University at Albany is seeking a talented Digital Marketing Content Writer to join our Communications and Marketing team. In this role, you'll craft compelling content that drives enrollment for our graduate and online programs writing email campaigns, building segmented journeys in Slate CRM, and using A/B testing to refine performance. You'll also develop blogs, web copy, and other digital content designed to improve search visibility, including optimization for emerging generative AI search engines. The ideal candidate has strong writing skills, creativity, and a data-informed mindset, with bonus points for experience in Slate, SEO, or basic HTML/email platforms. If you're passionate about blending storytelling with strategy to reach new audiences, we'd love to hear from you.

Position Overview

The University at Albany seeks a creative, detail-oriented **Digital Marketing Content Writer** to support the growth of its graduate and online programs. This position will focus primarily on **email marketing content, campaign development, audience segmentation, and A/B testing,** while also contributing to blogs, web content, and other digital assets that enhance search visibility including optimization for emerging generative AI search engines. The ideal candidate combines strong writing skills with a working knowledge of higher education marketing, digital engagement best practices, and CRM-driven campaign execution.

Primary Responsibilities:

- Email Marketing & Campaigns
    - Write, edit, and optimize compelling copy for lead-nurturing email campaigns.
    - Develop segmented campaign content for diverse audiences (graduate, professional, and adult learners).
    - Collaborate with enrollment and marketing teams to execute campaigns in Slate CRM.
    - Conduct A/B testing on subject lines, messaging, and design elements to refine strategy and improve performance.
    - Monitor results and recommend content adjustments based on open rates, CTR, and conversion data.
- Content Strategy & Development
    - Produce blogs, landing page content, and other digital copy that supports SEO and Generative Engine Optimization (GEO).
    - Craft messaging that aligns with institutional brand voice while addressing program-specific value propositions.
    - Repurpose and adapt content across multiple platforms (web, email, social, paid media).

- Optimization & Research
    - Incorporate keyword, search trend, and generative AI question insights into content.
    - Collaborate with marketing analytics staff to refine messaging for maximum engagement.
    - Stay current on best practices in higher education marketing, email deliverability, SEO/GEO, and CRM workflows.
- Other reasonable duties as assigned.

Functional and Supervisory Relationships:

- Reports to Copywriter
- Supervises the following positions: none

Job Requirements:

- Demonstrated professional writing experience with a portfolio of digital content.
- Strong understanding of audience segmentation, digital engagement, and higher education enrollment communications.
- Ability to write in a clear, persuasive, and brand-aligned voice.

Requirements:

Minimum Qualifications:

- Bachelor's degree in marketing, communications, English, journalism, or related field from a college or University accredited by the US Department of Education or internationally recognized accrediting organization
- 1 to 3 years of relevant experience in blogging, digital writing, or similar content creation.
- Experience developing copy for email campaigns, web pages, or blogs.
- Applicants must demonstrate an ability to develop inclusive and equitable relationships within our diverse campus community
- Applicants must demonstrate an ability to support diversity, equity, access, inclusion, and belonging relative to their role

Preferred Qualifications:

- Experience with Slate CRM or a comparable higher education CRM system.
- Knowledge of SEO strategies and emerging best practices in generative AI optimization.
- Familiarity with higher education marketing, particularly for graduate or online programs.
- Hands-on experience with A/B testing and applying insights to future campaigns.
- Basic HTML/email platform knowledge (e.g., Slate email builder, Mailchimp, Constant Contact).

Working Environment:

Typical office environment

Additional Information:

Professional Rank and Salary Grade: Senior Staff Assistant, SL3, $57,151-$59,000

Special Note: Visa sponsorship is not available for this position. If you currently need sponsorship or will need it in the future to maintain employment authorization, you do not meet eligibility requirements. **Additionally, please note that UAlbany is not an E-Verify employer.**

The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, or Clery Act, mandates that all Title IV institutions, without exception, prepare, publish and distribute an Annual Security Report. This report consists of two basic parts: disclosure of the University's crime statistics for the past three years; and disclosures regarding the University's current campus security policies. The University at Albany's Annual Security Report is available in portable document format [PDF] by clicking this link http://police.albany.edu/ASR.shtml

Pursuant to NYS Labor Law 194-A, no State entity, as defined by the Law, is permitted to rely on, orally or in writing seek, request, or require in any form, that an applicant for employment provide his or her current wage, or salary history as a condition to be interviewed, or as a condition of continuing to be considered for an offer of employment, until such time as the applicant is extended a conditional offer of employment with compensation, and for the purpose of verifying information, may such requests be made. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at info@goer.ny.gov.

THE UNIVERSITY AT ALBANY IS AN EO/AA/IRCA/ADA EMPLOYER

Please apply online via http://albany.interviewexchange.com/candapply.jsp?JOBID=194949

Application Instructions:

Applicants MUST submit the following documents:

- Resume
- Cover letter stating all the required minimum qualifications and any of the applicable preferred qualifications
- List of 3 professional references with e-mail addresses and telephone numbers

Note: After submitting your resume, the subsequent pages give you instructions for uploading additional documents (i.e. cover letter etc.).

See the FAQ for using our online system. Please contact us if you need assistance applying through this website.

Returning Applicants - Login to your UAlbany Careers Account to check your completed application.

Closing date for receipt of applications: January 23, 2026

Related Searches:

Communications, Marketing, and Public Affairs

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