Senior Marketing Strategist

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Type: Full-Time
Posted: Today
Category: Communications, Marketing, and Public Affairs

Job Summary
Purdue University's online programs give ambitious professionals the tools they need to move into leadership positions, forge new career pathways, and distinguish themselves in today's dynamic workforce. Combining our legacy of innovation and high-quality academics with practical, skills-based learning, our programs are convenient, flexible, and make an impact - from degrees, professional development opportunities, upskilling certificates, doctoral degrees and more.

As a part of our innovative and service-minded marketing and communications team, our Senior Marketing Strategist will lead the marketing strategy and campaign implementation for a portfolio of online degrees from our College of Education. Working within program budgets, you will focus on lead generation, brand awareness and engagement opportunities for prospective online students. You will work together with our unique internal digital agency, external vendors to execute comprehensive marketing plans for digital audiences, alumni, campus students and departments in alignment with Purdue University's master brand, using platforms such as Google, Meta, LinkedIn, YouTube, and Spotify. You can also bring your creativity to the position with development of organic media and new ideas for outreach.

We pride ourselves on a supportive team culture, commitment to continuous improvement, and dedication to your professional development. We encourage each member of the team to upskill in areas of their interest, whether that's AI tools, data analysis, project management, web development or video. Responsibilities include but are not limited to development of marketing strategies, project-managing the implementation of marketing plans, content development, social media campaigns, budget management, and coordination with faculty, recruiting and admissions. Learn more about our online programming at purdue.edu/online.

At Purdue, you'll join a community where unrivaled pride and unlimited potential are more than just words-they're the foundation of how we work and grow, together. If you're ready to help build a better world through research that matters, take the next step and join us on this path.

This position can be fully remote or hybrid based out of West Lafayette, Indiana.

About Us:
When you join Purdue University, you join a community that keeps moving forward. For more than 150 years, we've been known for not only our groundbreaking work in STEM research, but also for our collective imagination, ingenuity and innovation.

What We're Looking For:
Education and Experience
Qualified candidates will need:

- Bachelor's degree in Marketing, Communications, or related field
- Four (4) years of previous experience in one or more of the following: marketing management, strategic planning, administering and executing a marketing/communications plan, and working with or in a marketing agency to maximize lead generation.
- In lieu of a degree, consideration will be given to an equivalent combination of education and experience

Skills:

- Knowledge and interest in higher education with a focus on online learning, specifically for new student recruitment
- Experience working with media buying and managing vendor relationships.
- Planning and organizational skills, attention to detail, and effective time management skills. Good written and oral communication skills are a must.
- Ability to follow guidelines, structure, and established policy while working with others.
- Ability to manage multiple projects and priorities simultaneously, often under tight deadlines.
- Must be a self-starter, highly organized, and possess top-level business management, interpersonal, presentation, and facilitation skills.

Nice to Have:

- Master's degree in Marketing, Communications, or closely related field.
- Experience working within a CRM (Salesforce a plus)
- Experience working in a marketing and communication function within a university setting.

Additional Information:

- Purdue will not sponsor employment authorization for this position
- A background check will be required for employment in this position
- FLSA: Exempt (Not Eligible For Overtime)

- Retirement Eligibility: Defined Contribution Waiting Period

Career Stream
Compensation Information:

Professional 3

Pay Band S070

Job Code # 20003619

The anticipated annual salary range for this position is $70,000.00 to $80,000.00. The final salary offer will be determined based on various factors, including internal equity, available budget, and relevant experience.

Who We Are:
Purdue is a community built on collaboration, with global perspectives, Boilermaker pride and endless opportunity to live, learn and grow. Join us and contribute to our culture.

EOE
Purdue University is an EO/EA University
Purdue University is an EOE/AA employer . All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.

Related Searches:

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