Marketing Content Specialist

higheredjobs.com/search/details.cfm

Job Type: Full time

Job Number: JR100988

Location: Glenwood Springs, CO, Central Services
Job Description:

Primary Responsibility

Under the direction of the Director of Marketing and Media Relations, the Marketing Content Specialist leads the production and execution of marketing content that advances enrollment, brand awareness, and student success across a complex, multi-campus institution. This role operationalizes collegewide marketing priorities by serving as the primary project manager for day-to-day marketing and creative services, translating strategic direction into clear timelines, workflows, and deliverables in partnership with campus colleagues.

The Marketing Content Specialist manages and approves the work of campus marketing representatives, participates in digital advertising strategy sessions with the college's external advertising agency, and operationalizes approved strategies by coordinating creative development, campaign execution, timelines, and performance tracking. The role also manages the college's flagship social media channels to ensure consistency, quality, and alignment with institutional brand standards and goals.

Pre-requisites for Position (Qualifications Standards)

Education and experience sufficient for the rigors of the position. Examples include a bachelor's degree from an accredited institution in communications or a marketing related discipline preferred with four years of professional experience, associate degree and six years related experience, or equivalent education and experience that will provide the necessary knowledge, skills, and abilities to perform the functions of the position. Supervisory experience essential.

Degree/experience in communications, marketing, media, or field related to the position responsibilities field preferred.

Demonstrated ability to manage complex, multi-stakeholder marketing projects from concept through execution; proven understanding of branding and best practices in higher education recruitment marketing; expertise in email marketing, digital media, digital advertising, paid

and organic social media best practices.

Working knowledge of Adobe Creative Suite, especially Photoshop, Illustrator, and InDesign; working knowledge of marketing, advertising, and publication principles and methods; working knowledge of email marketing platforms and best practices, working knowledge of analytics tools including Google Analytics, ability to collaborate effectively with a wide range of constituents internal and external to the organization. Working knowledge of higher education enrollment marketing best practices strongly preferred.

Ability to work independently and as a team member; ability to manage budgets effectively; ability to write effective promotional copy for electronic and print media; ability to effectively communicate with staff and faculty to maintain brand integrity and enforce guidelines; willingness to learn new technical and practical skills, and best practices.

Welcoming. Innovative. Focused on Student Success. These principles reflect the soul of CMC. They guide us in building our teams, cultivating leaders, and expanding our approaches and mindset. They guide us to be an institution of higher education that's the right fit for every faculty member, staff, student, and community member in its trust. Applicants must demonstrate a commitment to working effectively with students, employees, and community members of all backgrounds.

Bilingual (English/Spanish) or conversational language abilities preferred.

Hiring range = $81,794.67 - $90,882.96 annual salary depending upon a combination of education and experience. Benefits include Medical, Dental, Vision, Life Insurance, Pet insurance, retirement contribution, tuition reimbursement, annual & sick time, mental health resources, healthy lifestyle benefits, affordable transitional housing may be available to the successful candidate based on eligibility and availability, relocation if applicable. CMC utilizes a wage progression compensation model that accounts for a candidate's skill and experience. Although a salary range is listed, salary will be set commensurate with the successful candidate's qualifications and in compliance with the Equal Pay for Equal Work Act.

Position anticipated to close on February 6, 2026 or until filled.

Minimum Qualifications:

Essential Duties

- Manages day to day creative services production of the department's collegewide marketing operations, including:
    - Directs the production of college publications including concept, editing, photography, writing, and design.
    - Manages social media channels, including creating and curating content, monitoring effectiveness, and adjusting strategies to increase user engagement, enforces college procedures.
    - Creates and coordinates production of digital and print advertising, including research, photography, video, concept, copywriting, and art direction to graphic designers.
    - Plans, executes, and optimizes digital advertising campaigns across paid channels in collaboration with external advertising agency, using performance data to inform targeting and creative direction.
    - Implements, monitors, and enforces branding guidelines.
- Identifies and implements responsible uses of artificial intelligence and emerging tools to improve efficiency, quality, and consistency in marketing workflows, while aligning with college policies and brand standards.
- Provides technical assistance and training for staff in the areas of design, digital and email marketing, and writing of promotional copy for campus publications including class schedules.
- Identifies new opportunities and initiates promotional projects. Evaluates the effectiveness of promotional efforts using performance data and insights, and recommends strategic adjustments to improve reach, engagement, and outcomes.
- Assists in development of college's marketing plan.
- Develops and maintains online marketing resources for collegewide staff.
- Works with the Website Manager to monitor and refresh coloradomtn.edu content, ensuring consistency across all media.
- Provides day-to-day leadership, coaching, and performance feedback to work-study students, part-time staff, and contracted creatives to ensure timely, high-quality deliverables.
- Performs other duties as assigned.

Supervision Received

This position reports to the Director of Marketing & Media Relations.

Supervisory Responsibility

This position serves as a lead to other team members and supervises part-time staff, work-study students, and independent contractors.

Special Conditions of Employment

Successful completion of a background check including motor vehicles records report will be required. Incumbents in this position will adhere to all safety and compliance policies of Colorado Mountain College while performing all duties assigned. This position will be expected to travel within the CMC district/service area. Position may require occasional travel and representation at college-wide meetings and/or occasional evening and weekend hours for successful completion of duties.

Working Conditions

This position requires constant sitting, occasional walking, standing and driving; occasional handling objects, pushing/pulling; frequent reaching with hands/arms, and use of finger movements; occasional lifting, carrying, pushing or pulling objects up to 25 lbs. Constant written and oral communication and the ability to reason and analyze and perform calculations occasionally. Work is performed using a computer and standard office equipment daily and driving a vehicle occasionally.

CMC is committed to the full inclusion of all qualified individuals. As part of this commitment, the College will assist individuals who have a disability with any reasonable accommodation requests related to employment, including completing the application process, interviewing, completing any pre-employment testing, participating in the employee selection process, and/or to perform essential job functions where the requested accommodation does not impose an undue hardship. If you have a disability and require reasonable accommodation to ensure you have a positive experience applying or interviewing for this position, please direct your inquiries to our ADA Coordinator, Human Resources, benefits@coloradomtn.edu

NOTE: This position description is intended to indicate the basic nature of positions allocated to this class and provide examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned. Employees may perform other related duties as required to meet the ongoing needs of the organization.

Each role at Colorado Mountain College contributes to the institution's sustainability initiatives by fostering environmental stewardship, supporting sustainable practices in daily operations, and advancing a culture of ecological responsibility that aligns with our commitment to balance the needs of current generations not to compromise the needs of future generations.
CMC is an equal opportunity employer committed to diversifying its workforce.