Campaigns & Content Producer

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Position Type: Enterprise - Staff

Education Level: 4 Year Degree

Category:
Enterprise

Description

The Opportunity:
Unity Environmental University is seeking a Campaigns & Content Producer to serve as the Marketing Function's output engine, turning strategy into consistent, high-impact campaigns, content, and communications across channels. This role owns the content calendar, manages campaign execution, and writes or coordinates copy across web, email, social, and print. The Campaigns & Content Producer ensures work ships on time, aligns with institutional priorities, and performs against measurable goals. This position supports multiple Unity sustainable education business units (SEBUs) and the President's Office, advancing executive storytelling, student and alumni stories, enterprise partnerships, and smaller SEBUs that might not have dedicated resources.

The ideal candidate is a strong writer and project manager who can translate complex ideas into clear messaging, coordinate stakeholders, and work closely with Web/Digital, Design, and Media Lab to launch integrated campaigns. The role is also expected to apply emerging AI-enabled tools responsibly to streamline drafting, summarization, content repurposing, and performance-driven iteration, while ensuring accuracy, voice consistency, and appropriate human review.

Salary: $55,000 - $75,000

Day to day responsibilities:

- Own the marketing content calendar and campaign schedule across priority initiatives.
- Manage end-to-end campaign execution: brief creation, timelines, stakeholder coordination, asset requests, and launch readiness.
- Write and edit copy for web pages, landing pages, email campaigns, social posts, brochures, ads, and internal communications.
- Coordinate external SEO/AIO content in partnership with Web/Digital and ensure content is optimized for discoverability where appropriate.

- Draft newsletter and internal communications content, collaborating with leadership for voice and approvals.
- Conduct interviews and gather input from internal subject matter experts and external partners to develop accurate content.
- Partner with Web/Digital to ensure campaigns have clear CTAs, tracking, and conversion paths.
- Collaborate with Designer and Media Lab on creative briefs and content packaging (scripts, storyboards, key messages).
- Maintain content governance basics: accuracy, freshness, version control, and distribution consistency.
- Use AI-enabled tools appropriately to increase speed and consistency (e.g., first-draft generation, interview transcript summarization, content repurposing into multiple formats, subject line/variant testing ideas, metadata/UTM hygiene support), with human editing and Unity voice standards maintained.
- Support partner outreach execution (co-marketing coordination, follow-ups, content scheduling) as directed by the CMO.
- Monitor campaign performance dashboards (provided by Web/Digital) and drive improvement through iteration.
- Travel as needed; maintain a regular on-site presence aligned with institutional expectations.

Qualifications

Do you have the skills?

- Bachelor's degree in Communications, Marketing, English, Journalism, or related field (or equivalent experience).
- 3+ years of experience in content marketing, campaign management, communications, or related role.
- Strong writing/editing skills with demonstrated ability to simplify complex topics for specific audiences.
- Demonstrated project management ability (timelines, stakeholders, approvals, asset coordination).
- Comfort working with analytics/performance data to improve content and campaigns.
- Ability to collaborate across teams and maintain momentum in a fast-paced environment.
- Comfort adopting emerging tools, including AI-enabled drafting/analysis features while maintaining accuracy, clarity, and voice.
- Familiarity with SEO/AIO best practices for content and coordination with technical SEO teams.
- Ability to obtain a valid Maine driver's license and maintain a clear driving record.
- Ability to travel as needed.

Preferred skills:

- Experience in higher education, mission-driven organizations, or complex stakeholder environments.
- General familiarity with HTML, Java, UX principles, and WordPress
- Experience writing for executive voice and internal communications.
- Experience using modern marketing tools (CMS, email platforms, basic CRM/segmentation concepts).
- General familiarity with HTML, Java, UX principles, and WordPress.

Location: Pineland Farms, New Gloucester, Maine
Just a half hour from Portland, Unity Environmental University Headquarters, Unity Environmental University Distance Education, In-Person @ Pineland, and the School of Environmental Business & Sustainable Ventures are based at the Pineland Farms campus. The facilities are within easy access to one of the fastest-growing cities for startups in the country.

Work Schedule:
Work hours are specific to the requirements of this position and can include days, evenings, and weekends. Working extended hours required as needed. Must be flexible and cooperative in fulfilling responsibilities and meeting the Institution's needs. Although Unity Environmental University employees are generally scheduled to work at their specifically assigned locations, there are times when travel is necessary and employees are required from time to time to attend events, meetings or work temporary assignment at any Unity Environmental University location.

Physical Demands:
While performing the duties of this job, it is regularly required to sit and talk or hear. The employee is occasionally required to stand or walk. The employee must occasionally lift and/or move up to 25 lbs. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus. The use of either hand for repetitive movements such as grasping, grasping and turning, and fine manipulation is required as is the ability to use the telephone for internal and external communications.

Company Perks:
Unity Environmental University offers a comprehensive and competitive compensation and benefits package for its faculty and staff. Benefits for eligible employees include:

- Paid holidays off
- 4 weeks of PTO
- Medical, Dental, and Vision Insurance
- Short- and Long-term disability
- Life Insurance

- Retirement Plan with up to 8% match
- Relocation Assistance

At Unity College, we dont just accept difference we celebrate it, we support it, and we thrive on it for the benefit of our employees, our students, and our community. Unity College is proud to be an equal opportunity workplace and is an affirmative action employer.