



Content Editor

Company background

INTO University Partnerships collaborates with leading universities to provide international students with a personalized and highly supportive learning environment allowing them to acclimate to life on a US university campus and prepare for long-term academic success. Since 2006, INTO has launched partnerships to internationalize 22 universities in the US, United Kingdom and Asia, including Oregon State University, University of South Florida, Colorado State University, George Mason University, Drew University, Saint Louis University, The University of Alabama at Birmingham, Washington State University, Suffolk University and Hofstra University.

Reporting line

This position will report to the Assistant Director of Content Marketing.

Job overview

As a member of the INTO North America team, the Content Editor will be responsible for the creation of content for use across a variety of INTO's marketing channels to support the needs of the business. They will also create communications plans and campaigns for INTO North America's digital channels, including email, social media and blog channel projects.

Key accountabilities and duties

This is a valued role in a growing, dynamic organization, so the responsibilities of this position may change and develop over time, but will include the following:

- Produce engaging content for all digital and print channels including websites, social media posts, blogs, brochures, flyers, affiliate marketing websites, videos and monthly newsletters for business to customer and business to business audience.
- Undertake information management to ensure content is always accurate, meet messaging and tone of voice guidelines and conforms to the necessary external regulations.
- Provide support for university partners operating without a marketing communication specialist on their team.
- Undertake research in collaboration with various stakeholders and customers to gain feedback on content.
- INTOStudy blog: create and apply US blog calendar aligned with the student recruitment cycle. Write, edit and post blog articles as well as turn pitches into stories.
- Coordinate additional INTO North America projects as assigned
- Such other duties, as required from time to time, as commensurate with the role and the needs of the business

Location

This position is located in INTO North America's headquarters office in San Diego, California. Relocation is not offered for this position.



Qualifications and Experience

Essential:

- 3-5 years of professional experience
- Experience developing dynamic content and strategy for email, social and web
- Bachelor's degree in communications, journalism, marketing, digital media or similar field of study
- Understanding of digital marketing metrics and best practices
- Knowledge of and interest in learning more about HTML, experience with CMS, SEO/SEM, Google Analytics, email marketing platforms, CRM experience and MS Office, including Excel
- Knowledge of WordPress, Twitter, Instagram, Google+ and Hootsuite or other like social media tools
- Exceptional written and oral communications, research, spelling, grammar and proofreading with a familiarity of AP style
- Comprehensive knowledge of information gathering via the Internet and other sources and fact checking
- Must be goal-oriented and have demonstrated accountability for your work
- Demonstrated ability to present complex and data-centric topics to lay audiences
- Exceptional project management experience, organizational skills and attention to detail
- Excellent interpersonal skills, with an ability to build relationships across multiple offices, regions and continents
- Experience working collaboratively and openly, building solid professional relationships and upholding brand standards
- Resourceful, creative and able to meet deadlines
- A self-starter, quick learner and ability to prioritize an aggressive workload
- Must provide proof of the right to live and work in the US and must be able to travel freely to and from the US. This is not a visa-sponsored position.

Desirable:

- Experience as an international student, with study abroad or similar program
- Experience managing international social media platforms
- Proficiency in a second language other than English like Chinese, Russian, Arabic or Spanish
- Ability and confidence to take an idea and see it through from concept to completion
- Willingness and ability to innovate as needs and conditions change
- High energy level and ability to thrive in a fast-paced environment
- Hands-on approach to customer service and business growth
- Sense of humor, flexibility and an ongoing curiosity to learn about international higher education

How to apply

To be considered for this position, please submit your cover letter and resume by clicking the following link: https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=397181&source=CC2&lang=en_US

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state and local laws governing non-discrimination in employment in every location in which the company has facilities.