

Harvard University

Marketing & Engagement Assistant

Harvard Graduate School of Education
56149BR

Job Summary

The Marketing and Engagement Assistant will serve a critical role in enabling the Harvard Graduate School of Education (HGSE) to reach thousands of educators annually with the highest-quality professional learning programs. The Assistant works collaboratively with key stakeholders including faculty, alumni, portfolio directors, program managers, vendors, and other colleagues to support the planning and delivery of a comprehensive, multi-channel marketing strategy that promotes the HGSE Professional Education brand and results in sustainable, relationships with consistent demand for, and enrollment in, our programming. The Marketing and Engagement Assistant will be a highly organized multi-tasker, with a strong attention to detail and interest in marketing strategy and operations.

HGSE Professional Education serves more than 19,000 professionals in early childhood, K-12, and higher education around the world each year in online, on-campus, and customized learning experiences to improve educators' leadership and teaching and learning practices.

Job Code

403033 Staff Assistant III

Job-Specific Responsibilities

- Develop a deep understanding of the HGSE mission, vision, and values, and of the goals and values of Professional Education at HGSE in order to represent the school and organization with integrity and contribute to a compelling story about our purpose, identity, and work
- Building on deep understanding of programs and market/audience and with direction and collaboration with team, engage in research to identify new channels, events, and conferences to connect with target market and prospective applicants
- With direction and input from marketing team, coordinate and maintain marketing calendar, and execute related activities for marketing and engagement team such as securing contracts with vendors, planning conference attendance, preparing and/or shipping materials, and travel arrangements, event invitations and follow up, sponsorship opportunities, and other duties
- In collaboration with the Marketing and Communications Manager, support as needed with content production, asset creation, and copywriting
- Research and coordinate processes for print and digital advertising, including quotes, timelines, and sharing assets for production

- Provide support in evaluating and reporting on the effectiveness of advertising, sponsorship, and event attendance
- Provide creative services such as making edits to design files, providing branded templates for staff use (letterheads, PowerPoint templates, schedules, and other), ensuring certificates and other forms are consistent, updated, and follow HGSE brand guidelines
- Provide support in organizing and maintaining our CRM and other databases, and in data and reporting
- Provide support in managing student interns and temporary staff members hired for Marketing, Admissions, and Business Development team projects
- Other projects as necessary, and in collaboration with the Marketing, Admissions, and Business Development and Partner Engagement teams

This is a full-time, one-year term position with the possibility of renewal.

Basic Qualifications

2 years related professional experience in marketing. Familiarity and indicated experience with MS Office, specifically Word, PowerPoint, Excel). Some overtime may be required during peak times which may include weekends.

Any candidate wishing to be considered must supply a cover letter in addition to a resume

Additional Qualifications and Skills

The ideal candidate will have exceptional interpersonal, organizational, and communication skills, and a proven record of working collaboratively with a wide range of constituents. This person will be a self-starter who is able to work as part of a larger, complex, and evolving team and to balance interests and needs of a variety of stakeholders. The successful candidate will have experience taking general ideas around goals and working both collaboratively and independently to achieve desired outcomes, incorporating feedback along the way and demonstrating a high degree of initiative and ownership.

- Strong research, communication, and organizational skills
- Experience in highly collaborative environment, and in receiving, responding to, and successfully implementing feedback
- Ability to manage multiple and competing priorities and to complete deliverables on time and with strong attention to detail

A strong learning stance and interest in expanding marketing skills

Additional Information

HGSE is a diverse community of learners, teachers, and employees who are passionate about changing the world through education and striving for maximum impact in the field of education.

HGSE Human Resources values diversity in all forms, and believes that each employee brings a set of diverse experiences and identities to the workplace that makes us stronger, encourages innovation, and enhances our collective contributions. We continue to develop and support a workforce that reflects the diversity of those we serve; fosters an environment that allows each individual to belong and to bring their best self to work; and creates the conditions that empower employees to contribute their full potential to advancing the work of the school.

We do this by:

- Hiring and retaining staff reflecting the diversity of those we serve;
- Providing employees opportunities to learn, grow, and be challenged;
- Reviewing and ensuring fairness and equity in HR practices and policies including but not limited to hiring, promotion, and compensation;
- Developing strong relationships and partnerships internal and external to our community to advance diversity and inclusion;
- Communicating transparently and respectfully; and
- Fostering an inclusive, respectful, and professional work environment

We regret that the Harvard Graduate School of Education does not provide Visa sponsorship.

About the Harvard Graduate School of Education

Many choose to work at the Harvard Graduate School of Education because they believe in our mission and are excited by our vision for the future. We have a reputation as a great place to work, for our excellent leadership, and we are a strong community that values diversity. For more information about HGSE, its programs, research, and faculty, please visit:

www.gse.harvard.edu

Please Note once Harvard resumes regular operations this position will no longer be remote and work will be performed on campus in Cambridge MA.

Working Conditions

This position is based in Cambridge, MA

Harvard requires COVID vaccination for all Harvard community members. Individuals may claim exemption from the vaccine requirement for medical or religious reasons. More information regarding the University's COVID vaccination requirement, exemptions, and

verification of vaccination status may be found at the University's "COVID-19 Vaccine Information" webpage: <http://www.harvard.edu/coronavirus/covid-19-vaccine-information/>.

Job Function

General Administration

Sub Unit

Location

USA - MA - Cambridge

Department

PPE

Time Status

Full-time

Union

55 - Hvd Union Cler & Tech Workers

Pre-Employment Screening

Identity

EEO Statement

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, sexual orientation, pregnancy and pregnancy-related conditions, or any other characteristic protected by law.

Apply Here: <https://www.click2apply.net/1wmzJKCdME1qSk4WhPzLj>

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