Marketing & Events Specialist
Career Services

POSITION SUMMARY
The Marketing & Events Specialist for Career Services reports to the Associate Director for Strategic Initiatives & Operations with dotted line reporting to the Vice President for Marketing & Strategic Initiatives. The incumbent will focus on executing marketing strategies to increase student and employer engagement for career services events and programs.

RESPONSIBILITIES
• Developing, updating and managing the career center’s email marketing campaigns, social media and website using effective communication to engage undergraduate students, alumni and employers.
• Collaborating with the career services and marketing teams to create a cohesive marketing strategy for over 250 career education and employer engagement events.
• Collaborating with the career services team to support the successful delivery of career education, career advising, employer and alumni engagement, and strategic initiatives throughout the year.
• Designing effective marketing collateral and social media campaigns to consistently increase student, alumni and employer engagement.
• Serving as the project coordinator responsible for the successful execution of all Career Services events.
• Researching and staying abreast of changing trends, including shifts in social media.
• Tracking marketing campaigns to identify and measure effectiveness.
• Collaborating with and taking direction from the Vice President of Marketing & Strategic Initiatives to plan and execute a cohesive marketing strategy, as well as, short-term and long-term projects.
• Building relationships with constituents such as faculty, administrators, students and alumni to encourage cross-promotion of all career center content.
• Collaborating with the career services team to coordinate logistics for career services events.
• Acting as a point of contact for the career center and providing exceptional customer service for all visitors, guests, vendors, employers, students, and alumni.
• Provide support as needed for various projects, reports, research and events.
• Providing administrative support as needed.

QUALIFICATIONS
• Bachelors degree required, preferably in marketing or a related field
• 2-5 years experience in marketing and events coordination desired
• Must demonstrate strong project management or project coordination skills
• Experience in graphic design Adobe Creative Suite, Microsoft Office Suite, Google Suite, Mail Chimp, and Handshake, Hubspot desired
• Creative and data-driven professional with knowledge of marketing trends for college-aged populations.
• Familiarity with web and social media analytics
• Experience creating a brand social media presence, content, and campaigns across current and emerging social platforms
• Strong oral and written communications skills
• Detail-oriented and ability to effectively handle multiple projects at the same time.
• Ability to work occasional weekends and evenings
• Ability to occasionally travel locally or nationally to attend employer events, recruiting events and conferences

APPLICATION INSTRUCTIONS
Please submit a resume and cover letter explaining how your qualifications meet the requirements of the position to resumes@oxy.edu AND hccjobs@oxy.edu A cover letter is required.

Occidental College is an Equal Opportunity Employer and does not unlawfully discriminate against employees or applicants on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, breastfeeding or related medical condition, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, genetic characteristic or information, military and veteran status, or any other characteristic protected by State or Federal Law. We strongly encourage all underrepresented candidates, especially women and underrepresented persons of color, to apply.

As a condition of hire for a staff position and for appointment to a faculty position, Occidental College requires that all candidates who have received a conditional offer of employment complete an application form (if they have not already done so) and consent to a background check. Satisfactory completion of a background check, along with pre-employment verifications and references are required as a condition of employment, but only as permitted by federal, state, and local law, including the City of Los Angeles Fair Chance Initiative for Hiring Ordinance.

We will consider for employment all qualified Applicants, including those with Criminal Histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles’ Fair Chance Initiative for Hiring Ordinance.