

# USA

[< Welcome page](#)

Returning Candidate? [Log back in](#)

## Marketing and Content Strategist

2020-7346

3 weeks ago

US-NY-New York   **Department** Marketing Communications   **School/Division** University Relations and Public Affairs (WS1044)

**Compensation Grade** Band 54   **Union** N/A   **FT/PT** Full-Time   **Category** Marketing/Advertising/Public Relations/Media/Video/Audio

### Position Summary

The Marketing and Content Strategist is tasked with developing integrated marketing strategies (which entail conducting research, recommending communication channels, and creating media plans), communicating with clients, collaborating with and guiding creative teams, developing account opportunities, and writing copy for print, web, and social. The Marketing and Content Strategist also directly oversees the Content team, guiding it in developing on-brand and project-specific content strategies and written copy for print and web.

### Qualifications

#### Required Education:

Bachelor's Degree in English, communications, business, public relations, marketing, or equivalent

#### Preferred Education:

Master's Degree in English, marketing, advertising, public relations, communications, or professional writing.

#### Required Experience:

7+ years professional level experience or equivalent combination, with an emphasis on strategy and content development as well as project management.

#### Preferred Experience:

Experience in higher education marketing.

#### Required Skills, Knowledge and Abilities:

Excellent written and oral communication skills; copywriting skills, as well as the ability to conceptualize new communications and web assets. Exceptional analytical skills and the ability to seek out and develop new opportunities and extend working partnerships. Ability to run meetings with direction and leave with clear objectives.

#### Preferred Skills, Knowledge and Abilities:

Experience advising and guiding a team of writers/content strategists. Familiarity with traditional and web technologies (content management systems, analytic tools, social media channels, copy platforms, etc.) a plus.

### Additional Information

NYU aims to be among the greenest urban campuses in the country and carbon neutral by 2040. Learn more at [nyu.edu/sustainability](https://nyu.edu/sustainability).

EOE/AA/Minorities/Females/Vet/Disabled/Sexual Orientation/Gender Identity

### Options

[Apply for this job online](#)

[Share this job](#)

Share this job

Share on your newsfeed

## Need help finding the right job?

We can recommend jobs specifically for you! [Click here to get started.](#)

[Application FAQs](#)

**New York University**

Unless otherwise noted, all content copyright New York University. All rights reserved.