Last update:
March 2012

HAMLINE UNIVERSITY

GRAD ASSISTANTSHIP- MARKETING PLANNING
DIVISION OF MARKETING & ENROLLMENT MANAGEMENT

PURPOSE

The Marketing Planning Strategist will be a member of a dynamic, professional team dedicated to increasing the visibility and enhancing the reputation of Hamline University through thoughtful marketing planning, marketing research, and digital recruitment and positioning activities.

This person to fill this part-time grad assistantship position will help the marketing planners at Hamline enhance the reputation of the university and raise visibility, driving enrollment in key graduate, law, and undergraduate programs. This will be achieved by helping to develop and implement the university's marketing planning efforts.

RESPONSIBILITIES

- Researching demographic and psychographic trends as needed by the marketing plan
- Research into target markets, graduate business education industry, best practices in traditional and emerging tactics, and trends
- Researching competitive intelligence, especially competitors' marketing positions and tactics
- Collaborate in growing learning relationships with graduate program directors. Learn school's programs and work to discover strategic opportunities to grow them against competitors
- Work to create planning briefs that are comprehensive, succinct, and inspiring to ensure compelling, effective creative.
- Research and recommend media placement for messages
- Ensure the correct ad is ready and placed in the medium is placed on time
- Ensure that all of our messaging is coherent with our brand, the university's vision, mission, and values, and the overall voice and idea of our campaigns
- Maintain accurate records and report on the results of tactics
- Make recommendations to adjust tactics and spend to exceed program goals
- Create strong presentations and reports that reflect well on the work achieved and which help the marketing communication office's partners quickly understand what was attempted, accomplished, the effect, and next steps

REPORTING RELATIONSHIPS

This position reports to the Marketing Planners in the Office of Marketing Communications, which is part of the Division of Marketing and Enrollment.

MENTAL/PHYSICAL REQUIREMENTS

- Great listening skills, ability to accurately hear what's important in a conversation, especially action items
- Ability to construct short, interesting, pointed narratives about a topic
- Excellent written and verbal communications skills
- Experience in working with and developing creative content
- Ability to work as part of a dynamic team of professionals
- Demonstrated attention to detail
- Ability to manage multiple projects
- Excellent interpersonal skills; ability to work with a diverse clientele
- Ability to sit for long periods of time at the computer; requires heavy concentration
- Ability to lift and carry more than 25 pounds

TECHNICAL SKILLS PREFERRED

- Solid proficiency in Word, Excel and PowerPoint
- Ability to master new technologies quickly for marketing purposes

EDUCATIONAL REQUIREMENTS

Must be newly enrolled graduate student in The Hamline MBA in Hamline University's School of Business. However, applications for The Hamline MBA program and the Athletic Recruiting Graduate Assistantship can be concurrent.

COMPENSATION

Graduate assistants receive $5,000 in scholarship compensation toward the first year of The Hamline MBA. Graduate assistantships can be renewed for a second year in some cases.

APPLY NOW! Send a resume and cover letter to gradprog@hamline.edu or Graduate Admissions, The Hamline MBA Graduate Assistantship Program, MS-A1710, Hamline University, 1536 Hewitt Avenue, Saint Paul, MN 55104.