

Job Level	Marketing Content Strategist- Product	Professional Level II
Oversight Received	<ul style="list-style-type: none"> * Develop and implement messaging strategies and content plans to carry out targeted marketing plans that inspire action * This position reports to the Director of Marketing. 	<ul style="list-style-type: none"> • Limited supervision through review of work product • Periodic monitoring of work
Problem Solving	<ul style="list-style-type: none"> * This position is required to receive approval from the Head of Product Marketing or the Director of Marketing before any of the content he/she has created is printed, posted, published, or distributed. Under that purview, this position has the authority to: Determine the best copy and content strategy for both the organization's product-related marketing initiatives while staying within CSU's brand guidelines and CSU Online's writing guidelines; Write targeted, product-specific marketing materials; Edit the work of both the marketing team and cross-unit teams to make writing compliant with CSU writing standards in a variety of mediums, such as email, web, and advertising collateral; and determine which product-related content should be promoted on social media channels. * Responsible for product-related email campaigns from start to finish, including planning, scheduling, moving through content review process, testing, evaluating, and reporting in Marketing Cloud * Compile highly technical information and work with marketing team to create informational graphics, charts, and other visual formats * Gather, organize, and write content for promotional and informational emails to prospective students 	<ul style="list-style-type: none"> • Applies concepts to resolve a variety of problems • Discretion to determine a course of action with review
Interaction/ Communication	<ul style="list-style-type: none"> * Collaborate with digital marketing staff in the web content development process to incorporate SEO and keyword recommendations * Provide content strategy recommendations and implement content changes in assigned marketing channels to achieve enrollment, marketing, and communications goals * Partner with Student Success communications team to connect prospective and current students to social media and other relevant content 	<ul style="list-style-type: none"> • Communicates to a broad audience that may be outside of occupational discipline
University Impact	<ul style="list-style-type: none"> * The position leverages CSU Online's uniqueness and strengths to create written content, primarily for product-related marketing efforts, with a relevant and compelling position/value proposition, while communicating a clear and consistent message; Creates compelling advertising and messaging that allows the University to stand out amongst ever-increasing competition for online students * Collaborates with marketing and program staff to understand audiences 	<ul style="list-style-type: none"> • Working knowledge of University policies and systems • Impact is on work team or department
Typical Education	<ul style="list-style-type: none"> * Bachelor's degree from an accredited university in marketing, journalism, communications, business, or a related field * 5 years of experience as a copywriter conceptualizing, writing and editing strategic, accurate and concise advertisements, web content, marketing emails, organizational descriptions and publications, blogs, or other marketing content 	<ul style="list-style-type: none"> • Bachelor's degree