

Job Level	Marketing Content Strategist- Product	Professional Level II
Oversight Received	<ul style="list-style-type: none"> <li>* Develop and implement messaging strategies and content plans to carry out targeted marketing plans that inspire action</li> <li>* This position reports to the Director of Marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited supervision through review of work product</li> <li>• Periodic monitoring of work</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>* 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.</li> <li>* 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</li> <li>* Compile highly technical information and work with marketing team to create informational graphics, charts, and other visual formats</li> <li>* Gather, organize, and write content for promotional and informational emails to prospective students</li> </ul>	<ul style="list-style-type: none"> <li>• Applies concepts to resolve a variety of problems</li> <li>• Discretion to determine a course of action with review</li> </ul>
Interaction/ Communication	<ul style="list-style-type: none"> <li>* Collaborate with digital marketing staff in the web content development process to incorporate SEO and keyword recommendations</li> <li>* Provide content strategy recommendations and implement content changes in assigned marketing channels to achieve enrollment, marketing, and communications goals</li> <li>* Partner with Student Success communications team to connect prospective and current students to social media and other relevant content</li> </ul>	<ul style="list-style-type: none"> <li>• Communicates to a broad audience that may be outside of occupational discipline</li> </ul>
University Impact	<ul style="list-style-type: none"> <li>* 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</li> <li>* Collaborates with marketing and program staff to understand audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of University policies and systems</li> <li>• Impact is on work team or department</li> </ul>
Typical Education	<ul style="list-style-type: none"> <li>* Bachelor's degree from an accredited university in marketing, journalism, communications, business, or a related field</li> <li>* 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</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor's degree</li> </ul>