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Positions available as of February 10, 2011

MARKETING SPECIALIST – THUNDERBIRD ONLINE:

POSITION PURPOSE: The primary focus of this position will be to market Thunderbird's non-degree online certificate programs to individuals, companies, and professional associations worldwide. The Marketing Specialist will primarily be responsible for creating, implementing, and managing marketing activities in support of Thunderbird Online's program enrollment and revenue objectives. In addition, the Marketing Specialist will be responsible for increasing Thunderbird's overall knowledge-base and capabilities in the creation and conversion of leads for non-degree, continuing education programs.

PRIMARY DUTIES AND RESPONSIBILITIES:

General

- Manage \$100k - \$300k online advertising, lead generation, and overall marketing budget.
- Provide marketing consultation, coordination, and execution related to Thunderbird Online's growing portfolio of online professional development programs, collaborating with Thunderbird's institutional marketing team, media vendors, and third party contractors to ensure effectiveness of lead generation efforts.
- Develop and implement comprehensive marketing plan for Thunderbird Online which includes the following elements; Online and print advertising, e-mail campaigns, search engine optimization & marketing (SEO & SEM), website optimization, paid search lead generation, direct mail, social media, and brand-building events.
- Collaborate with the AVP of Thunderbird Online and Thunderbird's institutional marketing team to provide necessary design, management, and support of the B2C and B2B marketing plans to enhance and support the business development process.

Lead Generation

- Generate leads for Thunderbird Online programs through past participants, alumni, directories, databases, and other sources, and conduct proactive lead management activities.
- Track and analyze lead generation and conversion metrics, (i.e. click-throughs, website traffic, conversion rates, etc.) and be able to explain trends and make recommendations to applicable Thunderbird staff (i.e. Marketing, Finance, Senior Management, etc.).

Internet Marketing

- Manage all search engine optimization and search engine marketing initiatives and activities.
- Lead cross-functional Internet marketing and production teams, collaborating with internal and external copywriters and designers to develop Internet marketing creative that builds

- Thunderbird Online's brand while maintaining the integrity of Thunderbird School of Global Management's brand.
- In cooperation with Thunderbird's institutional Internet Marketing Director, manage Internet media vendors and coordinate media buys and pay-per-click marketing campaigns, including keyword development and bid management.
- Research, negotiate and place media on behalf of Thunderbird Online.
- Manage content and usage for Thunderbird Online marketing microsites, serving as the primary editor of the Content Management System for Thunderbird Online web pages.
- Monitor and analyze customer, market, and competitive information to improve effectiveness of internet marketing.

Database Marketing

- Create and manage e-mail and direct mail marketing campaigns, including schedule development, messaging, creative design, and communications of campaign results to Thunderbird Online staff.

OTHER DUTIES:

- Regularly meet with and provide performance feedback to the direct reports (if any). Collect, review and sign the direct report timesheets. Complete performance evaluations timely providing valuable feedback and determine action items in the areas that require improvement.
- Periodic business travel: Up to 10%, domestic and international
- Maintain ongoing relationship with offshore partners, faculty and administrators campus-wide by participating in institutional meetings, knowledge exchange opportunities and attending various events on campus.
- Additional duties may be assigned at the discretion of the AVP to meet business objectives and this job description is not intended to be all inclusive.

EXPERIENCE/EDUCATION:

- Bachelor's degree in Marketing, Business, or related field required, Master's preferred.
- Minimum of 3-5 years experience in Internet marketing, including online advertising and lead generation.
- Experience with advanced degree business education, executive education programs, or corporate training and development desired. Experience with online certificate and/or online degree programs strongly preferred.
- Expertise using Dreamweaver or Frontpage (HTML editor), Photoshop, and e-mail marketing systems such as Exact Target required.
- High proficiency with MS Office with advanced MS Excel skills required.
- Excellent organizational skills with attention to detail.
- Creative, resourceful individual with high energy and a positive attitude who can excel in a dynamic, fast-paced work environment.

COMMUNICATION:

- Highly professional oral and written communication skills and professional demeanor required to work effectively with internal and external clients.
- Ability to compose correspondence as well as prepare and edit professional documentation.
- Experience with public speaking addressing and influencing a diverse group of internal and external clients and partners.