

# JOB LISTING

---

## Content Marketing Manager

**Position Available: Immediately**

**Posting Date: 09/04/2015**

**End Date: Open until filled**

Maryland University of Integrative Health (MUIH) is the leading academic institution for integrative health in the nation. For nearly 40 years, MUIH has educated practitioners in health and wellness through transformative and relationship-centered programs that draw from traditional wisdom and contemporary science. MUIH offers graduate degrees and certificates in a wide range of wellness fields, as well as programs for professional and personal development. In our on-campus Natural Care Center and community outreach settings, we provide compassionate and affordable healthcare from student interns and professional practitioners, and deliver more than 35,000 clinical treatments and consultations each year.

To support its continued growth, MUIH is seeking a highly talented marketer to join a dynamic marketing team. The Content Marketing Manager position offers the qualified candidate an opportunity to play an integral role in raising and maintaining the internal and external visibility of MUIH. By creating strategic, engaging, and relevant print and digital communications, he/she will reinforce the University's brand and profile. This position will work closely with the marketing team and other stakeholders to plan and execute powerful and innovative communications across a variety of channels. Possessing a high level of intrinsic motivation and an entrepreneurial spirit, he/she will be expected to manage time and projects independently as well as work as a strong collaborator within a cohesive team and the full University. This position reports to the Vice President for Marketing and Enrollment Management.

### Responsibilities/Duties

Responsibilities/duties include, but are not limited to:

- Develop ideas and contribute original thematic content consistent with MUIH's branding and values that can be utilized across a variety of channels, including but not limited to blog posts, case studies, articles, white papers, videos, eBooks, infographics, presentations, email communications, and social media.
- Act as a staff writer, producing original content to be published under MUIH faculty and staff bylines, and under the individual's own byline.
- Work with faculty and students to publish their work in print and digital outlets.
- Create social media plans that are aligned with MUIH's branding and marketing initiatives and keep social media accounts/profiles active and engaging.
- Draft MUIH's e-newsletters and other print and electronic communications as needed.
- Copyedit the work of others.
- Create and maintain MUIH content expert lists.
- Manage the wellness blog, news stories, and PR/Media section on the MUIH website to keep them current, informative, and engaging.
- Form relationships with reporters, magazine writers, editors, freelance writers, and prominent bloggers to gain visibility for MUIH.

# JOB LISTING

---

## Content Marketing Manager continued (2 of 2)

- Draft and distribute press releases and media advisories.
- Manage and collaborate with outside public relations firms and/or freelance specialists who may be hired to work in areas including but not limited to PR, marketing, writing, video production/editing.
- Prepare and maintain updates to the MUIH's editorial and visual identity style guides.
- Perform other duties as assigned.

### Qualifications

#### Required:

- Bachelor's degree (preferably in communications, marketing, English or a related field)
- 2-4 years of communications and social media experience
- Prior work experience in marketing/branding
- Advanced understanding of Microsoft Office suite
- Commitment to support the mission and vision of a values-driven University
- Experience working both independently and in a team-oriented, collaborative environment
- Ability to work in a fast-paced environment
- Strong analytical and problem-solving capabilities
- Excellent verbal and written communication skills with an attention to detail
- Excellent ability to multitask, prioritize, execute multiple projects simultaneously and manage time
- Strong interpersonal skills
- Comprehensive understanding of marketing and communications strategy, tactics, and best practices
- Ability to develop strategies for multi-channel communications efforts and translate content across different types of media
- Comfortable with and highly knowledgeable of online social media and web tools, applications, and best practices
- Comfortable with conceptualizing and directing video projects
- A strong commitment to serving the internal customer
- Ability to discern the confidential nature of all matters under consideration

#### Preferred:

- Familiarity with integrative health and experience writing for higher education or health audiences
- Experience in higher education

### To apply

Interested individuals should forward a cover letter, resume, and two writing samples to our Office of Human Enrichment at [jobs@muih.edu](mailto:jobs@muih.edu), referencing "1532 – CMM" in the subject line of the email. Writing samples should be of varying types, such as articles, blog posts, marketing emails, etc., and should not to exceed two pages each.

---

Maryland University of Integrative Health is committed to being, communicating, and educating in ways that recognize and honor the full range of human diversity. Applicants are considered on the basis of individual merit without regard to race, color, national or ethnic origin, gender, gender identity, sexual orientation, marital status, pregnancy, age, religion, disability, genetic information, or any other characteristic protected by law.  
Equal Opportunity Employer

7750 Montpelier Road  
Laurel, MD 20723  
Phone: 410-888-9048  
Fax: 410-888-9004  
[www.muih.edu](http://www.muih.edu)