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POSITION: Digital Marketing Specialist  
DEPARTMENT: Marketing  
REPORTS TO: Senior Vice President  
LOCATION: Denver, Colorado

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Up with People seeks an experienced Digital Marketing Specialist to lead our marketing efforts using new media and digital tools. You'll work across all levels and departments of our organization to find what makes us unique and communicate it to the world. You'll work with our enthusiastic, international team to coordinate our marketing, advertising and promotional activities. Ultimately, you will promote our organization and increase customer engagement.

**SPECIFIC DUTIES INCLUDE BUT ARE NOT LIMITED TO:**

- Work with Marketing Team to build a digital marketing and advertising strategy to support student recruitment & enrollment, sponsorship sales and more
- Manage end-to-end digital projects
- Build digital road map to support all business units, with emphasis on admissions and advancement
- Suggest and implement direct marketing methods to increase profitability
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs
- Analyze brand positioning and consumer insights
- Work with Marketing Team to improve online content with a consideration of SEO and Google Analytics
- Develop and produce an actionable analytics & metrics report, along with ongoing recommendations for advancement and improvement
- Monitor competition and provide ideas to stand out in the marketplace
- Stay up-to-date with digital media developments
- Conduct constituent, brand and product research
- Provide support to teams in all marketing and communications areas, to include web interface, print materials, newsletters, special communication
- Other duties including special projects as needed

**REQUIRED SKILLS / EXPERIENCE:**

- Proven work experience as a digital marketing specialist
- Solid knowledge of Adobe Creative Suite, Final Cut Pro, or other media editing software
- Familiarity with web design and content management systems
- Excellent analytical and project management skills
- An ability to multitask and perform under tight deadlines
- Must be a team player whose communication skills facilitate working with a variety of departments within the organization
- Strong verbal and written communication skills
- BS degree in Marketing, Digital media or relevant field
- Additional qualification in web design or animation is a plus
- Salesforce / Pardot knowledge highly preferred
- Strong understanding of cross-cultural audiences

To apply, submit cover letter and resume to: [employment@upwithpeople.org](mailto:employment@upwithpeople.org).