



**California
Institute of
Advanced
Management**

Department: Human Resources
humanresources@ciam.edu

Marketing Assistant Job Listing

ABOUT CIAM

The California Institute of Advanced Management (CIAM) is a nonprofit graduate university that produces socially responsible and globally oriented business leaders who will make positive changes in their communities. CIAM values and promotes a culture respecting ethics, integrity, and the fulfillment of duty to our constituents, employees, and society. These are values that flow directly from the wisdom and philosophy of Peter F. Drucker.

POSITION:

Job Title: Marketing Assistant
Department: Marketing
Type/Status: Full-Time/Non-exempt

JOB SUMMARY

The Marketing Assistant supports the day-to-day execution and administration of the Institute's marketing activities while independently managing assigned content, digital platforms, and recurring marketing initiatives. Working under the direction of the Associate Vice President of Marketing/Chief Marketing Officer (CMO), the Marketing Assistant coordinates with external agencies and vendors, manages the marketing content calendar, creates digital and graphic content, implements campaigns, and supports departmental operations.

The position requires creativity, initiative, strong organizational skills, attention to detail, and the ability to independently manage recurring responsibilities while supporting broader institutional marketing priorities.

ESSENTIAL RESPONSIBILITIES

Content Management & Development

- Independently develop and maintain the Marketing Department's content calendar across designated platforms.
- Create branded graphics and visual content using Canva for social media, email, events, academic programs, announcements, and other marketing initiatives.
- Develop routine social media copy, captions, promotional messaging, and other

short-form written content in accordance with established brand guidelines and messaging.

- Identify opportunities for timely and relevant social media content based on institutional activities, events, academic programs, partnerships, and marketing priorities.
- Repurpose existing content and institutional stories across appropriate marketing channels.
- Maintain a consistent flow of content across social media and other digital platforms.
- Schedule and publish approved content across designated platforms.
- Ensure content calendars remain current and adjust scheduling as priorities change.
- Maintain an organized digital library of photography, graphics, videos, templates, copy, and approved creative assets.
- Monitor published content for accuracy, formatting, links, and overall presentation.
- Make routine content and scheduling decisions within established brand and marketing guidelines.

Agency & Vendor Coordination

- Serve as the day-to-day liaison with the Institute's third-party content development agency.
- Communicate content direction, concepts, priorities, campaigns, and messaging established by the CMO to the agency.
- Coordinate the development of agency-produced content, including gathering information and assets, communicating feedback and revisions, and tracking deadlines.
- Coordinate with the agency on short-form video production, including identifying upcoming content needs and ensuring necessary institutional materials are provided.
- Receive final approved agency content and incorporate it into the Institute's content calendar and publishing schedule.
- Coordinate with advertising, SEO, web development, printing, photography, and other marketing vendors as assigned.
- Track vendor deliverables and follow up on outstanding items and deadlines.

Social Media & Digital Marketing

- Manage day-to-day implementation of the Institute's social media presence.
- Schedule and publish social media posts according to the content calendar.
- Monitor comments, messages, tags, mentions, and other activity and respond or escalate when appropriate.
- Maintain accurate profile information, links, event information, and other routine platform updates.
- Monitor social media trends and identify appropriate opportunities for institutional participation.
- Track social media performance and compile recurring engagement, reach, growth, and content performance metrics.
- Recommend adjustments to content scheduling or formats based on observed

performance.

- Support email marketing campaigns, including formatting, graphics, links, testing, scheduling, and deployment.
- Make routine website and digital content updates as assigned.

Campaign & Creative Execution

- Implement assigned components of integrated marketing campaigns supporting student recruitment, academic programs, events, partnerships, and institutional initiatives.
- Create campaign graphics and adaptations for different digital platforms using established branding and creative direction.
- Develop promotional materials for recurring institutional activities and events.
- Adapt approved campaign creative into appropriate sizes and formats for social media, email, web, presentations, and other uses.
- Coordinate campaign timelines, assets, links, and deliverables.
- Conduct routine research on marketing trends, competitor activity, audience behavior, and emerging digital platforms.
- Assist in identifying new content ideas and opportunities to strengthen audience engagement.

Events & Institutional Marketing

- Independently coordinate routine marketing needs for assigned institutional events.
- Develop event graphics, promotional posts, email assets, and other supporting materials.
- Maintain event promotion schedules and ensure communications are deployed according to established timelines.
- Coordinate photography, video, signage, promotional materials, and digital assets as needed.
- Collect and organize post-event photography, video, attendance information, and other content for future marketing use.
- Identify post-event storytelling and social media opportunities.

Analytics & Reporting

- Gather and organize performance data from social media, email, website, advertising, and other marketing platforms.
- Maintain recurring marketing reports and tracking documents.
- Monitor content performance and identify high-performing topics, formats, and posts.
- Maintain campaign links, UTM documentation, and other tracking information as applicable.
- Provide routine performance summaries to the CMO and flag notable changes or trends.

Marketing Operations & CMO Support

- Maintain departmental project trackers, campaign timelines, marketing calendars, and organized marketing records.

- Coordinate marketing-related meetings with internal departments, agencies, vendors, and partners as needed.
- Track action items, approvals, materials, and deadlines arising from marketing meetings and projects.
- Assist with preparation of marketing presentations, reports, spreadsheets, and departmental materials.
- Coordinate incoming Marketing Department requests and maintain visibility into project status and deadlines.
- Follow up with internal stakeholders and external vendors regarding materials, approvals, invoices, and deliverables.
- Maintain organized records of marketing contracts, invoices, proposals, subscriptions, and vendor information.
- Assist with marketing purchases, promotional inventory, and distribution of marketing materials.
- Provide administrative and project support to the CMO as needed for departmental priorities.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

MINIMUM EDUCATION, SKILLS AND ABILITY REQUIRED

- 1–3 years of marketing experience, preferably in higher education or a related sector.
- Excellent proficiency in Canva (required).
- Proficiency in video editing (required).
- Demonstrated experience with social media content creation, scheduling, and community engagement.
- Experience with email marketing platforms (e.g. Mailchimp, Constant Contact, or similar).
- Excellent written and verbal communication skills.
- Excellent proficiency in managing social media platforms and content development.
- Strong understanding of Branding and Communications.
- Basic graphic design skills
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Strong creativity, attention to detail, and desire to innovate.
- Portfolio, cover letter, and resume required for consideration. Three letters of recommendation are preferred.

PHYSICAL REQUIREMENTS

The physical demands listed are representative of those that must be met by an employee to successfully perform the essential functions of the job.

- While performing the duties of this job, the employee is regularly required to stand,

- walk, sit; use hands for clerical duties and keyboarding.
- The employee is occasionally required to reach with hands and arms; stoop and kneel. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
 - Acute hearing is necessary for telephone and in-person communication with callers and assisting students, and visual acuity sufficient to read a computer screen and paper documents.

BENEFIT SUMMARY

Salary will be commensurate with experience and internal equity. Benefits include a comprehensive health and wellness plan, a tuition remission program for employee, spouse, and dependent children, a 401K retirement plan, and a personal time off (PTO) plan. Employment is contingent upon successful completion and clearance of a background check and employment verification.

SALARY: \$46,000 to \$54,000 annually

ANNUAL SAFETY AND SECURITY REPORT

CIAM's Annual Campus Safety and Security Report 2026 is now available. This report is required by federal law and contains policy statements and crime statistics for the school. The policy statements address the school's policies, procedures and programs concerning safety and security, for example, policies for responding to emergency situations and sexual offenses. Three years' worth of statistics for 2023-2025 are included for certain types of crimes that were reported to have occurred on campus, in or on off-campus buildings or property owned or controlled by the school and on public property within or immediately adjacent to the campus. This report is attached and available online at <https://www.ciam.edu/campus-safety>