



JOB POSTING

Logan University is comprised of the College of Chiropractic and the College of Health Sciences and blends the perfect balance of tradition with innovation. Established in 1935, Logan College of Chiropractic is one of the largest and most respected chiropractic colleges in North America. Through the College of Health Sciences, Logan offers master's degrees in sports science and rehabilitation, and nutrition and human performance that are accredited by the Higher Learning Commission of North Central. Other program offerings include undergraduate coursework including an Accelerated Science Program to help students complete their basic science coursework at an accelerated pace, offered in both online and on-campus formats, and two baccalaureate degrees- A Bachelor of Science degree in Human Biology and a Bachelor of Science degree in Life Science.

Logan's 112-acre wooded campus is located in Chesterfield, MO, a quiet residential suburb of St. Louis. Its low student-to-faculty ratio provides more personalized instruction, which is most conducive to effective learning. MSNBC has selected Logan's campus as an editor's pick of one of "America's Most Beautiful College Campuses." Logan offers an outstanding benefits package to eligible employees including free chiropractic care. Learn more about Logan University at www.logan.edu.

Interested candidates please send resume to: resumes@logan.edu

Job Title: Email Marketing Coordinator

Overview of Job and Responsibilities:

Logan University is seeking an Email Marketing Coordinator. The coordinator will report to the Director of Marketing and Public Relations and will work directly with Logan's email system to support communication to prospective students and alumni to drive enrollment success.

- Responsible for the day to day coordination of the email system continually striving to optimize the system.
- Collaborate with internal departments to develop email campaigns
- Create and send emails to prospective students, alumni and other stakeholders.
- Troubleshoot and enhance daily procedures, workflows and data integrity
- Run reports for the department and provide information regarding the success of various campaigns

Competencies: To perform this job successfully, the coordinator should be data-driven individual with a creative mind who operates with a sense of urgency. An organized self-starter with strong problem solving skills, who values cross-functional team collaboration to strengthen Logan's email marketing campaigns. Organized, efficient and resourceful with solid problem solving skills, exceptional attention to detail, effective communications/interpersonal skills and excellent time management abilities. Creative minded.

Qualifications: To perform this job successfully, an individual must have a Bachelor's Degree in Marketing, Communications or an equivalent field and 1-3 years of higher education or related experience. Experience running and maintaining email marketing campaigns. Basic HTML experience in order to design email templates. Be able to pull reports with a high degree of curiosity to improve email performance.

Other Preferred Qualifications: Experience with Microsoft CRM or other similar system; Basic photoshop /design skills; Proficient in Excel (pivot tables and formulas).