

Atlanta’s John Marshall Law School (‘AJMLS’) is seeking to hire a dynamic and creative Marketing Specialist to join our team in a full-time, hybrid role. This role is integral to the Law School’s efforts to build awareness, attract prospective students, engage alumni, and support development initiatives. The Marketing Specialist will be responsible for crafting compelling multi-channel stories, creating and managing long and short-form content for web and social media, curating timely and appropriate short and long-term content strategies, defining the voice of the organization online, and ensuring consistent and strategic messaging across all platforms. The ideal candidate will be self-motivated, have a passion for storytelling, a strong understanding of the higher education consumer, and the ability to connect with diverse audiences.

**Ideal Experience and Qualifications:**

Candidates must have a Bachelor’s degree in Marketing, Communications, Journalism, or a related field;

exceptional writing, editing, and storytelling skills, with a keen eye for detail and accuracy; proven experience managing social media platforms and creating content that drives engagement and results;

strong understanding of SEO principles, content management systems, and social media analytics tools;

familiarity with photography, editing, design and experience with multimedia tools (e.g., Canva, Adobe Creative Suite) is a plus; and the ability to work collaboratively with cross-functional teams and manage multiple projects simultaneously. The candidate must have strong organizational skills, with the ability to prioritize and meet deadlines and must possess creative thinking and problem-solving skills, with a proactive approach to marketing challenges.

**This role will be responsible for, but not limited to the following:**

* **Content Creation & Management**: Develop engaging content for a variety of channels, including web, social media, email, and print, to promote the Law School’s programs, events, faculty achievements, and student success stories.
* **Social Media Management**: Oversee and manage the Law School's social media accounts, including but not limited to Facebook, YouTube, X, LinkedIn, TikTok, and Instagram. Plan, schedule, and execute content strategies that drive engagement, support admissions goals, strengthen alumni and donor relations, and support the promotion of key events
* **Multi-Channel Storytelling**: Develop compelling narratives that highlight the value of an Atlanta's John Marshall Law School education. Showcase the law school's mission, vision, and impact through stories that resonate with prospective students, current students, alumni, donors, and other stakeholders.
* **SEO Support**: Support digital marketing efforts, including optimizing web content for search engines (SEO).
* **Brand Consistency**: Ensure all content aligns with the law school’s brand voice and messaging guidelines, maintaining a professional, accurate, and engaging tone.
* **Market Research & Trends**: Stay current with marketing trends, tools, and best practices in higher education and legal education to identify new opportunities and continuously improve content strategies.

Atlanta's John Marshall Law School values a diverse workforce and inclusive culture. We are committed to providing equal opportunities without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, or veteran status. We encourage applications from all qualified individuals. Applicants with disabilities who may need accommodations in the application process are welcome to contact Director Cynthia Crawford directly.

All interested candidates should submit their letter of interest, a current professional resume, and three professional references to:

**Cynthia Crawford**

**Director of Human Resources**

**Atlanta’s John Marshall Law School**

**245 Peachtree Center Ave., NE, Suite 1900**

**Atlanta, Georgia 30303**

**ccrawford@johnmarshall.edu**