

**Center for International Career Development
NorthWest Student Exchange**

4530 Union Bay Place NE, Suite 214

Seattle WA 98105, USA

Phone: 206-985-2115 / 206-527-0917

E-mail: resumes@cicdgo.com, jobs@nwse.com

Web: www.cicdgo.com, www.nwse.com



Marketing Coordinator

Company: CICD-NWSE

Center for International Career Development (CICD) & NorthWest Student Exchange (NWSE) seek a skilled marketing professional to join our team. If you are a driven, independent worker and fast learner, passionate about cultural exchange and education, we welcome your application today!

Providing excellence in cultural exchange programs is our passion. CICD and NWSE sponsor over 2700 participants from around the world each year, providing J-1 student exchanges, internship, training, and work & travel cultural programs in the U.S. as well as challenging internships and exchanges around the world. CICD and NWSE are U.S. Department of State-designated international cultural exchange organizations based in the University District of Seattle.

Responsibilities: Develop and Implement Strategic Marketing Plan across CICD and NWSE

- Review, evaluate, and improve current CICD/NWSE marketing strategies, promotional materials, and campaign results
- Work with CICD/NWSE staff to develop (new) strategies to leverage existing resources and external partnerships
- Research, analyze, and report on internal and external (online) marketing data and metrics
- Identify, develop, and implement new B2B and B2C strategies and campaigns
- Leverage internal resources and external partnerships to maximize program and company outcomes
- Generate content for websites, newsletters, social media, and other relevant channels
- Collaborate on special events, projects, and outreach
- Communicate with third party vendors, depending on project needs

Candidate Requirements:

- Detail-oriented and organized
- Relevant degree and demonstrated skills in marketing research, campaign design and coordination
- Proven success in developing and implementing strategic marketing plans and campaigns
- Proven success using social media, email and other marketing channels
- Excellent writing and communication skills
- Excellent analytical skills
- Able to handle multiple tasks in a fast-paced, multi-cultural environment
- Fast learner who excels at and enjoys cooperative teamwork
- Sense of humor and positive “can do” attitude

Desired but not required:

- Experience with graphic design
- Familiarity with email marketing platform (e.g. VerticalResponse, MailChimp, etc.)
- Familiarity with CRM software (e.g. HubSpot, Salesforce, etc.)
- Experience working with non-profit organizations

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Start Date: Open until filled
Hours: Full-Time (Monday - Friday)
Location: Seattle, WA (University District)
Compensation: DOE

To apply for this position:

E-mail your cover letter, resume, and portfolio (or links to evidence of previous marketing plan/campaigns/portfolios) as attachments to CIDCD at [resumes\(at\)cidgo.com](mailto:resumes(at)cidgo.com). To ensure our immediate attention, please write "**CICD/NWSE Marketing Coordinator Position**" in the subject line.

Please **do not** call CIDCD/NWSE about this position. We look forward to receiving your application and will contact selected applicants to schedule interviews.