



Job Description

Director or Senior Director of Marketing

Reports To: Vice President, Brand Marketing

Status: Full Time, Exempt, Salaried

About 2tor

2tor is changing the way great students and great universities think about online higher education. Founded by a unique team of education veterans, 2tor Inc. is a private company that partners with preeminent institutions of higher education to deliver rigorous, selective degree programs online. We supply universities with the tools, expertise, and global recruiting needed to compete in a space currently dominated by unexceptional programs. 2tor develops state-of-the-art technology platforms that enhance traditional offline curricula, while also providing key logistical components, including comprehensive student support services from enrollment through graduation.

Responsibilities

2Tor has an exciting opportunity for a Director or Senior Director of Marketing to lead brand marketing for two Masters level programs with our University partners. The person will report to the Vice President of Brand Marketing.

- Develop brand strategies to include brand platforms, positioning and messaging platforms. Be comfortable launching new brands.
- Act as key marketing contact for the brands, and build strong and collaborative partner/client relationships with the marketing contacts of our partners.
- Oversee and manage the design and development of strategies and tactics through the complete lifecycle including scoping, planning, design, development, implementation, post-implementation analysis, and close.
- Increase visibility of the University among prospective students, alumni, and community members by leveraging multiple digital channels, including email, website, webinars, video, and social media platforms as well as offline such as direct mail, collateral, etc.
- Work collaboratively with the lead generation/media buying team to determine the best interactive tools for various audiences, and implement and continuously optimize solutions to ensure marketing messages are effectively conveyed.
- Collaborate with the admissions team to develop marketing programs that focus on driving conversion, as well as a number of other teams in the company to provide marketing support as it relates to the brand.
- Work with Public Relations to gain traction in earned media.



- Develop measurable objectives for strategies and tactics, and rollout test plans to optimize tactics.
- Be able to thrive on constant change, be self-motivated and an independent thinker who can meet deadlines, deal with conflicting priorities and have very strong interpersonal skills.
- Work with vendors such as agencies, freelancers and printers to execute marketing strategies and tactics, but also be able to roll-up your sleeves when needed on projects such as writing copy.
- Potentially manage a direct report in support of achieving the above.

Key Skills and Qualifications

- Bachelor's degree required.
- Preference given to candidates with an MBA.
- 10-15 years of marketing experience
- Must have brand marketing experience.
- Classical marketing experience is also desired.
- Solid interpersonal communication skills and the ability to work on cross functional teams in both leadership and member roles
- Ability to make data driven decisions and be comfortable with metrics and ROI driven models.
- Strong presentation, writing and research skills.
- Must have breadth of experience across marketing tactics to include online and offline tactics such as email, display advertising, search, webinars, collateral, etc.
- Strong written and verbal communications skills.
- Experience working within an agency is a plus.
- Expert knowledge of Microsoft Office, and experience with Microsoft Project is a plus.
- Ability to think out of the box and find creative, unorthodox solutions when needed
- Must be able to prioritize and handle multiple assignments simultaneously.
- Experience managing client relationships helpful.

Note: The above statements are intended to describe the general nature and level of work performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required. All employees may be required to perform duties outside of their normal responsibilities from time-to-time, as needed.

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