

Associate Director of Enrollment Marketing and Content
Strategy
Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=262720>

Downloaded On: Oct. 30, 2025 8:44am

Posted Sep. 18, 2025, set to expire Jan. 31, 2026

Job Title	Associate Director of Enrollment Marketing and Content Strategy
Department	School of Arts and Sciences
Institution	Tufts University Medford, Massachusetts
Date Posted	Sep. 18, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Graduate Education Enrollment Management/Registrar
Job Website	https://jobs.tufts.edu/jobs/22363?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

Associate Director of Enrollment Marketing and Content
Strategy
Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=262720>

Downloaded On: Oct. 30, 2025 8:44am

Posted Sep. 18, 2025, set to expire Jan. 31, 2026

Tufts' largest school, the School of Arts and Sciences, is committed to intellectual and artistic engagement through a liberal arts and sciences tradition that prepares our students for a lifetime of learning. Along with its robust undergraduate programs, the School of Arts and Sciences also includes graduate and professional programs through the Graduate School of Arts and Sciences (GSAS) as well as both undergraduate and graduate studio art programs through the School of the Museum of Fine Arts at Tufts University (SMFA at Tufts). The Arts and Sciences' Dean's Office oversees the school's departments and programs, the teaching and research enterprises, student services and administrative units, and facilities within these schools, which span two campuses.

The Arts and Sciences Communications and Marketing team collaborates with central University Communications and Marketing (called "UCM") to execute communications, public relations, marketing and enrollment strategies, and enhances the reputation and visibility of the School of Arts and Sciences, SMFA, and GSAS within and beyond Tufts.

What You'll Do

The Associate Director of Enrollment Marketing and Content Strategy is **responsible for creating, managing, and optimizing the graduate enrollment marketing strategy and content across Tufts' largest school**, the School of Arts and Sciences (A&S), as well as the two schools embedded within A&S (the Graduate School of Arts and Sciences and the School of the Museum of Art at Tufts (SMFA)). This role involves marketing expertise, strategic content development, audience targeting, performance analysis, and close collaboration with the rest of the A&S Marketing and Communications team to drive success. The Associate Director position is crucial in ensuring our marketing and communications strategies are cohesive, shaped by data-driven decisions, and maximize return on investment (ROI).

Among other duties, the Associate Director will handle:

- Develop content strategies to increase brand awareness, graduate enrollments, audience engagement, and support other school priorities such as highlighting career outcomes
- Work across platforms (print, digital, website, social media)
- Develop editorial priorities for the schools and share with key partners
- Pitch stories to Tufts Now team and keep them informed of new initiatives and news at A&S, SMFA and GSAS
- Develop enrollment marketing plans
- Analyze data and outcomes, make optimizations and report back to senior leadership
- Research, recommend, and implement new communications and marketing projects and strategies
- Supervises the Asst. Director of Marketing and indirectly supervise the Asst. Director of Communications

Associate Director of Enrollment Marketing and Content
Strategy
Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=262720>

Downloaded On: Oct. 30, 2025 8:44am

Posted Sep. 18, 2025, set to expire Jan. 31, 2026

What We're Looking For

Basic Requirements:

- Knowledge and skills as typically acquired by a Bachelor's degree and at least 8 years of marketing and communications, or related experience
- Excellent communication skills
- Excellent collaboration and organizational skills

Preferred Qualifications:

- Experience working in higher education or related fields
- Proficiency with data analysis
- Proven management skills
- Excellent writing skills
- Excellent critical thinking skills; ability to manage and evaluate competing priorities and juggle multiple tasks to completion

Special Work Schedule Requirements:

This is a hybrid role expected to be on the Tufts Medford campus at least 2 days each week.

Pay Range

Minimum \$87,400.00, Midpoint \$109,300.00, Maximum \$131,200.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



Associate Director of Enrollment Marketing and Content
Strategy
Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=262720>

Downloaded On: Oct. 30, 2025 8:44am

Posted Sep. 18, 2025, set to expire Jan. 31, 2026