

ISS is seeking a **Demand Generation Campaigns Strategist** to help drive audience engagement, promotional marketing, and lead generation across ISS's portfolio of services and products. This is **not a traditional communications or "email only role"**.

You will help plan and execute campaigns that generate awareness, engagement, registrations, inquiries, and sales across multiple channels. This includes promotional email marketing, webinar and event campaigns, housefile engagement, sales enablement, audience targeting, and campaign execution. You should also be comfortable using AI-enabled tools thoughtfully to improve content development, campaign efficiency, audience engagement, social media execution, and marketing performance. You will work closely with teammates across lifecycle marketing, ecommerce, acquisition, web, and design to help move audiences from awareness to action. At ISS, there are no coordinators or agencies managing the work. This is a highly hands-on role where the team executes directly.

We recognize that diverse teams make the strongest teams, and we encourage people from all backgrounds to apply. We are experiencing a catalytic moment in history and ISS has committed to addressing systemic prejudices and biases in ourselves, in schools, and in organizations around the world.

ISS believes in dignity of all, the benefit of cross-cultural perspectives, and the power of diverse, inclusive, equitable and just communities. You can read more about our commitments here: <https://www.iss.edu/who-we-are/deij-commitment>

ISS offers a comprehensive benefits package, including generous paid time off, an employer contribution to a 403(b)-retirement plan, and comprehensive health insurance.

The anticipated salary range for this position is \$50,000 to \$60,000 annually. Final compensation will be determined based on the selected candidate's qualifications, experience, skills, and other relevant factors.

Location/Hours

This is a full-time, fully remote, direct-hire position (not contract or freelance). Must have stable internet and reside within ± 6 hours of Eastern Standard Time (EST). Availability during core collaboration hours (9:00 AM – 2:00 PM EST) is required. Occasional evening, weekend or holiday hours due to system issues or specific implementation time requirements.

What You'll Do

Campaign Development & Execution

- Plan and execute marketing campaigns across ISS products, services, programs, and events.
- Support lead generation, registrations, inquiries, and sales through multi-channel marketing efforts.
- Build campaign calendars and promotional strategies aligned to organizational priorities.
- Support launches, seasonal initiatives, webinars, virtual events, and business priorities.

Promotional Email Marketing

- Lead promotional email execution across the organization.
- Build, schedule, and optimize marketing campaigns in **Salesforce Marketing Cloud**.
- Manage audience lists, segmentation, testing, and QA for campaign sends.
- Monitor campaign performance and recommend improvements to increase engagement and response.

Social & Digital Promotion

- Support organic social execution, primarily through LinkedIn and priority channels
- Create and adapt campaign content and calendar across channels to improve reach and engagement.
- Monitor and moderate social media comments and engagement.
- Collaborate with acquisition and ecommerce teammates to strengthen campaign performance and conversion.

Analytics & Performance

- Monitor campaign performance, engagement, registrations, and response trends.
- Analyze results and recommend improvements for future campaigns.
- Help improve audience targeting, messaging effectiveness, and campaign timing.

Collaboration & Team Support

- Work closely with lifecycle marketing to ensure seamless handoffs between campaigns and automated customer journeys.
- Partner with design and web teammates to support campaign execution.
- Maintain **working knowledge of Salesforce Marketing Cloud** to support continuity during vacations, absences, or high-volume periods.
- Provide light design support when needed, including simple graphics, resizing, email visuals, or template updates.

What Success Looks Like

- Increased campaign engagement and response.
- Stronger lead generation and registrations.
- Improved promotional email performance.
- More effective audience targeting and segmentation.
- Better coordination between campaigns and lifecycle marketing.

What You Bring

- 3–5+ years of experience in marketing, campaign management, demand generation, digital marketing, or email marketing.
- Experience executing campaigns across multiple channels.
- Experience with **Salesforce Marketing Cloud** or similar email marketing platforms.
- Strong writing and communication skills.
- Ability to manage multiple priorities and move quickly between projects.
- Comfort balancing planning, execution, and reporting.

Helpful Experience

- Experience with webinar or event promotion.
- Familiarity with audience segmentation and list management.
- Light design capability using Canva, Adobe Express, or similar tools.
- Experience supporting B2B marketing or education-related organizations.
- Familiarity with campaign reporting and marketing analytics.

Working Style

This role is ideal for someone who enjoys building campaigns, engaging audiences, and driving action through strong marketing execution.

You should be comfortable working independently, collaborating across teams, and rolling up your sleeves to make things happen in a lean, fast-moving environment.

At ISS, marketing is highly collaborative. Team members bring deep ownership in one area while maintaining enough working knowledge to support one another when priorities shift.

Use AI-enabled tools where appropriate to accelerate campaign development, content adaptation, ideation, and workflow efficiency while maintaining strong editorial judgment.

Use AI thoughtfully to support content ideation, copy variations, social content adaptation, audience targeting, and campaign optimization while maintaining brand quality and accuracy.

Additional Helpful Experience

Familiarity with AI-enabled marketing tools for content creation, social media support, testing, workflow efficiency, or campaign optimization.

To apply, please submit your resume and cover letter to MarketingHire@iss.edu

Only shortlisted candidates will be contacted.