



## **Marketing Specialist**

Be part of the **International Schools Services (ISS)** world-class organization.

Ready to make an impact in a fast-moving, mission-driven organization? Join our lean and energetic MarCom team as a **Marketing Specialist**, where your contributions will directly influence our growth and success. This is a hands-on role ideal for an early-career marketing professional who's eager to learn, stretch their skills, and grow alongside a team that values creativity, collaboration, and results. You won't just support campaigns—you'll help shape them. To thrive here, you'll need to bring curiosity, resilience, and a love for problem-solving. We're looking for someone who is energized by challenges.

As the **Marketing Specialist**, you will develop and execute marketing campaigns across various channels. The position will also create customer-focused email marketing efforts using Salesforce Marketing Cloud build and monitor multi-step customer journeys, and use tools like Salesforce, Google Analytics, Power BI, and Excel to track performance and optimize results. The position also will assist with asset creation and oversee marketing expense tracking, billing, and monthly reconciliation. It's a great opportunity to continue the important work being done in our marketing efforts.

For over 70 years, ISS' mission has been uniquely focused on helping international schools and educators develop students into thoughtful, imaginative global leaders. We are passionate about today's and tomorrow's international education community, and we delight in connecting educators and schools worldwide. It's all about making a world of difference. As a leading nonprofit organization in international education, ISS promotes innovative best practices for global education.

Salary range is \$50,000 - \$60,000. This is the anticipated range for this position; however, the final salary will be commensurate with the candidate's qualifications, experience, and other relevant factors. ISS offers a comprehensive benefit package including generous paid time off, a 15% company contribution to a 403(b) and comprehensive health insurance.

### **Location/Hours**

This is a full-time, direct-hire position (not contract or freelance). The role may be based in our Princeton, NJ office (hybrid) or fully remote. Remote employees 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.

### **Duties and Responsibilities:**

- Lead implementation of marketing campaigns across various channels.
- Plan, build, and deploy marketing emails and automation workflows in Salesforce Marketing Cloud (or similar platform) to support customer acquisition and engagement.

- Support the development and testing of automated customer journeys to optimize conversion and retention.
- Analyze campaign performance using reporting tools; interpret trends and develop insights and recommendations to improve results.
- Track marketing expenditures and coordinate timely reconciliation with finance and vendors.
- Contribute to creation of campaign assets (emails, graphics, landing pages, etc.) aligned with campaign goals.
- Support website updates and CMS-driven content as needed.
- Actively collaborate as part of a fast-paced MarCom team.
- Stay current with marketing trends, tools, and best practices.

#### **Technical:**

- Proficiency in marketing automation platforms (e.g., Salesforce Marketing Cloud), including segmentation, email creation, automation flows, and triggered campaigns.
- Intermediate experience with Excel and analytical tools
- Familiarity with CMS platforms; basic HTML and schema markup experience required (WordPress preferred).
- Proficiency in presentation creation including PowerPoint and Canva
- Proficiency with Adobe Creative Suite tools (InDesign, Illustrator, Photoshop).
- Strong verbal and written communication skills with a customer-first mindset.

#### **Education and Experience:**

- 2–5 years of relevant marketing experience, including hands-on use of Salesforce Marketing Cloud or similar marketing automation platforms.

#### **Desired Skills and Attributes:**

- Creative and proactive; comfortable taking ownership of new initiatives.
- Results-oriented with a focus on data.
- Highly organized with strong attention to detail and deadlines.
- Able to work effectively in a fast-paced, collaborative environment.
- Strong interpersonal skills and a team-oriented mindset.

To **apply**, please submit your cover letter and resume to [MarketingHire@iss.edu](mailto:MarketingHire@iss.edu)

Only shortlisted candidates will be contacted.