



<b>Position Title</b>	Marketing & Production Coordinator
<b>Department</b>	Educational Travel
<b>Status</b>	Full-time, salaried, Exempt
<b>Location</b>	Washington, DC (Hybrid schedule with 2 days in the office)
<b>Supervisor</b>	Director of Marketing (with some oversight from the Executive Vice President)
<b>Target Start Date</b>	Late February/Early March 2023

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### Salary & Benefits

Academic Travel Abroad, Inc. (ATA) is committed to work/life balance and the standard work week here is 30 hours. If you're hired, this is what we'll offer you with a few of our benefit highlights:

- Salary: 50,000 – 60,000
- At least 5 weeks of Paid Time Off
- 12 holidays, voting leave, and up to 24 hours of paid volunteer time
- 12 weeks of paid New Parent Leave (any parent, for birth or adoption)
- 50% 401(k) match of an employee's contribution up to \$7,400
- Up to \$100 per month in transit or parking benefits matched by ATA
- And of course: medical, dental, vision, Long-Term/Short-Term Disability, Life, and FSA benefits

### Description of the Position

Our Educational Travel division seeks a highly motivated professional to support our Marketing Team initially during a leave of absence and later as a fellow leader of the team.

This role will create and manage production schedules, monitor the company brand while building email campaigns, marketing materials, and sales presentations for clients. Additionally, the role will collaborate with our various clients, the Creative Manager, and oversee other related projects.



## **What you'll do...**

### *Production*

- Create and manage production schedules for each design project and interface between clients and ATA staff
- Prepare all assets needed for design projects including final copy, photos, style guides, client communication, etc. and compile it in a way that is easily digestible for the Creative Manager
- Oversee and manage rounds of edits for a multitude of simultaneous projects; keep track of all deadlines and be highly communicative
- Collaborate closely with the Creative Manager and keep other staff on track with all assignments and deadline with daily priorities lists, frequent daily check-ins, and review of work and deadlines
- Work with vendors to ensure most cost-efficient suppliers and formats
- Conduct photo research for various clients at various points throughout the year
- While the Marketing Director is away, manage production of proposals and marketing materials (both print and digital) for a range of clients and coordinate throughout the year after the Director's return
- Oversee organization of creative archives to ensure files are clean and easy to find

### *Marketing*

- Create slide decks for sales and client presentations
- Facilitate staff headshots for new staff (usually taken by Graphic Designer in staff member's first week)
- Support ATA blog and social media platform (Facebook, LinkedIn, and Twitter) needs through content creation, scheduling, and engaging with followers.
- Build and deploy email marketing campaigns for newsletters and sales opportunities
- Assist in maintaining ATA owned and operated WordPress websites
- Build trip and market research surveys and analyze survey data to share with decision makers

## **We're looking for...**

- 2 years of related professional experience with increasing responsibility,
- An excellent communicator, both verbally and in writing,
- A collaborator who is extremely organized, proactive, time conscientious, efficient, and highly communicative on all projects (both internally and externally with clients),
- Some experience with copy editing and excellent proofreading skills with accuracy and attention to detail,
- An ability to work on a multitude of concurrent projects, set priorities, and work under pressure on a multitude of tight deadlines,



- An aesthetic interest in or an eye for print and graphic design,
- Some experience in a supervisory role,
- A quick learner who is tech savvy on new digital platforms
  - Pardot (or similar): Intermediate ability
  - Salesforce (or similar): Beginner ability
  - WordPress: Intermediate ability
  - Survey Monkey (or similar): Intermediate ability
  - Social Media (FB, IG, LI): Intermediate ability
  - Canva or Adobe Design Suite: Beginner ability
  - Microsoft Teams, Word, Excel, PowerPoint: Intermediate ability

### **To Apply**

We are accepting applications from our partners at Hawthorne Lane. Please send your resume to [resume@hawthornelane.com](mailto:resume@hawthornelane.com) with “Academic Travel Abroad” in the subject line.

**Application deadline:** We encourage applicants to send their materials by 5:00 PM EDT February 24, 2023.

### **Our Commitment to Diversity**

At ATA, we don’t just accept difference, we celebrate it. We use our diverse backgrounds and perspectives to our benefit by enriching our stakeholders and ourselves. ATA is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, Veteran status, genetic information, or any other protected characteristic under applicable law. If you have a disability or special need that requires accommodation, please let us know.

### **COVID-19 Vaccination Requirement**

ATA and our study abroad division, CET Academic Programs, has made the safety of our students, travelers, and colleagues, and our surrounding communities a top priority. As part of that commitment, all ATA/CET staff are strongly recommended to be fully vaccinated against COVID-19.

### **Description of the Organization**

Academic Travel Abroad, Inc. is an educational travel and study abroad provider for many universities, cultural, and media organizations, as well as a growing number of commercial brands. We believe in celebrating and learning about the diversity of people and cultures through travel and education. Riding the post-war wave of interest in travel to Europe, ATA



launched operations in 1950 by assisting universities and institutions in the creation of group travel programs for their members.

Today, ATA's study abroad division, CET Academic Programs, serves both high school and college students through academically rigorous, credit-bearing programs in its centers around the world, including the US, China, Japan, Jordan, Italy, Czech Republic, Brazil, and Colombia. CET's history dates back to 1982, and today, CET, in addition to enrolling students directly, serves many private and public universities, large and small.

ATA's educational travel division is a leader in customized, branded, experiential travel and serves partners such as the Smithsonian Institution, The History Channel, Yale Alumni Academy, and many others. In this capacity, ATA is frequently the "brand behind the brand." ATA also facilitates professional delegation travel in the fields of health, education, and law.

Tying together all brands and services are ATA's focus on innovative program design; collaborative approach to partnership; steadfast insistence on quality; diversity, equity, and inclusion; and a commitment to environmental sustainability. Every ATA program is designed to change perspectives, deepen understanding, and engage communities, showcasing the stories—both told and untold--of the places and people we visit.