

Marketing Specialist

Lasallian Educational and Research Initiatives embodies the forward-thinking mission of the Institute of the Brothers of Christian Schools. We are dedicated to empowering the next generation, creating opportunities that drive holistic human and spiritual growth. Our commitment is to young people, providing cutting-edge research and publishing initiatives that inspire their full potential and supporting the educators and mentors who guide them on their journey to becoming well-rounded individuals. Learn more about our distinct brands at <https://leri.co/>.

Role Summary

The Marketing Specialist is a strategic, hands-on marketer who brings creative thinking, passion, and strong execution skills. This role partners closely with the Marketing Director and collaborates cross-functionally to deliver integrated campaigns aligned with audience needs and business goals.

This role is essential in translating business goals into effective marketing initiatives that build positive brand relationships, generate new leads, drive response rates, and win new accounts.

Primary Responsibilities

B2B Campaign and Strategy

- Collaborate with the Marketing Director to develop and execute B2B multichannel marketing plans that drive business goals across two distinct brands and audiences, with a focus on lead generation, sales nurturing, and account growth.
- Generate compelling multichannel campaign ideas, creative concepts, and high-performing messaging that supports sales goals.
- Execute and continuously optimize integrated marketing campaigns across channels, including email, direct mail, web, and content marketing.
- Assist with analyzing performance across email, direct mail, phone sales, and distributor orders, identifying opportunities for improvement.
- Partner with cross-functional team members to continuously improve web presence across brands, ensuring alignment with marketing campaigns to deliver a cohesive, end-to-end brand experience online.

Brand Management

- Steward brand standards across Saint Mary's Press and Springtide Research Institute, in collaboration with team members.
- Maintain a consistent, mission-aligned brand voice across all touchpoints.
- Proofread copy and edit as needed.

Project & Workflow Management

- Project coordination—managing timelines, deliverables, and campaign calendars.
- Serve as a cross-functional connector—ensuring teams have what they need to move work forward.
- Maintain clear, up-to-date project tracking (Trello or similar), adapting as priorities evolve.

Experience Required

- 3-6 years in B2B marketing, brand development, creative execution, and project management.
- Demonstrated experience in marketing products or services in a business-to-business environment with multiple, distinct brands.
- Strong communication skills with comfort working both independently and collaboratively across teams. Thrives in collaborative environments with multiple stakeholders.
- Experience working cross-functionally with departments such as a call center, shipping, sales, print-on-demand center and more.
- Familiarity with digital tools (CRM, Marketo, SEO, analytics) and campaign channels (email, direct mail, content).
- Degree in marketing, communications, or a related field is a plus, but not required.

We recruit, develop, and retain talented people from diverse communities and foster a culture of equity and inclusion within our organization. We welcome and encourage applicants of all backgrounds and identities, and employment is based on personal capabilities and qualifications without discrimination because of race, color, creed, religion, gender, sexual orientation, genetic predisposition, age, national origin, disability, or any other protected class or characteristic as established by law. As an equal opportunity employer, we recognize that our strength lies in our people and in our common commitment to serving the needs of young people and those who care for them.