



LRAP is looking for a Content Marketing Manager

Do you have a passion for education? Love to write and create meaningful content? A laser focus for details? At LRAP Association, you'll join a team of high performers looking to make a difference in the lives of college-bound students. We help our client institutions assure that their students have the freedom to follow their highest ambitions without student loan burdens.

Why join LRAP? Because we're helping college grads repay their student loans. LRAP Association provides our unique, innovative Loan Repayment Assistance Program to colleges and universities across the country. We help students enroll in the college of their choice with the peace of mind to know that if their income after graduation is low, we'll help them with their student loan payments.

Why else? LRAP is a fast growing company full of dedicated, passionate individuals who delight in coming to work each day knowing that we're making a difference in the lives of college students. Oh, and the comprehensive benefits package is nice too.

Role Summary:

The Content Marketing Manager crafts messages and creates content for various platforms that drives interest and awareness of LRAP among colleges, students, families, and the media. You will be responsible for content planning, as well as writing and editing content for digital and non-digital channels, including PR. You will project manage the creation of new collateral and digital marketing assets. Additionally, you will be responsible for updating and maintaining content and key talking points for the organization. You will report to the Vice President of Marketing.

Responsibilities include, but are not limited to:

- Lead B2B and B2C content planning for LRAP Association, including sales collateral, eblasts, websites, blog, social media and direct to consumer communications.
- Content creation, writing and editing of sales, client service, student service and consumer marketing materials including websites and printed collateral. (examples include: case studies, sales slicks, and eblasts)
- Social Media content creation, planning, and publishing.
- Project management of marketing materials to completion, including working through editorial review and design / production.
- Manage all PR efforts including writing and editing press releases and pitching media.
- Manage client and student testimonials program.
- Lead video storytelling and testimonial projects.

Skills and experience:

- 3-5 years' experience in a writing /editing or public relations role.
- Experience pitching, crafting, and placing content externally through guest blogging or op-ed development.
- Skilled in creating, editing, and promoting written and visual content.
- Technology and digitally savvy.
- Proven experience getting press coverage in multiple markets.
- Thrives in a fast-paced, rapidly changing work environment, and able to juggle multiple projects on short deadlines.
- Excellent verbal and written communicator.
- Familiarity with search engine optimization (SEO) best practices.
- Proven ability to work independently and proactively, as well as with a team.
- Positive attitude and problem solver.
- BA/BS degree required.

Salary plus bonus is commensurate with experience. We offer an excellent benefits package including medical and retirement.

About LRAP

LRAP helps graduates repay their student loans ...LRAP Association provides a powerful response to every student and family who questions whether college is worth it. LRAP helps colleges assure students of their freedom to follow their highest ambitions after graduation. If a student graduates to a modest income, LRAP helps them repay their educational loans. With LRAP, colleges can confidently articulate their value and more successfully reach recruitment, retention and revenue goals. LRAP is a private company, serving the public good.