



# PEREGRINE

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## GLOBAL SERVICES

March 2026

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### Summary

**Position:** Marketing Manager

**Reports To:** Director of Business Development

**Type of Employment:** Salaried/Exempt

**Grade Level:**

**Benefits:** Full Time with Benefits

Reporting to the Director of Business Development, the Marketing Manager plays a central role in advancing Peregrine's brand and marketing efforts. This position is responsible for executing marketing initiatives that support Peregrine's strategic priorities within higher education.

The Marketing Manager oversees day-to-day marketing execution, campaign coordination, digital marketing initiatives, social media management, and sales enablement support, ensuring marketing efforts are consistent, measurable, and aligned with business objectives.

This role is well-suited for a strong writer and communicator who enjoys learning complex subject matter and translating it into clear, compelling messaging and driving marketing initiatives forward.

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### Key Responsibilities

- Manage and execute the content calendar, including blogs, whitepapers, case studies, and lead magnets.
- Oversee updates and consistency across website, digital, and print marketing assets.
- Review and optimize existing content for search visibility as digital search behavior evolves.
- Monitor marketing performance metrics and recommend adjustments to improve visibility and engagement.
- Develop and execute multi-channel marketing campaigns.
- Support management of HubSpot Marketing Professional, including email campaigns, segmentation, workflows, and lead tracking.
- Manage Peregrine's social media presence, including supporting leadership and team members in developing consistent, professional LinkedIn engagement.
- Support development of thought leadership content.
- Manage live sessions, webinars, and associated follow-up workflows.
- Coordinate development of graphics, short-form video, and other visual assets.
- Ensure brand consistency across all marketing.

- Support conference marketing efforts and promotional materials.
- Maintain accurate HubSpot CRM documentation of marketing-driven opportunities.

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### **Desired Competencies**

- Ability to translate complex subject matter into clear, compelling messaging.
- Understanding of or willingness to learn content marketing principles.
- Willingness to learn AEO as we adjust our strategy to the changes made by AI.
- Experience managing social media for a professional audience (LinkedIn preferred).
- Project management skills to move initiatives forward and avoid backlog.
- Familiarity with audience segmentation and targeted communication strategies.
- Comfort using digital marketing tools, including email platforms and analytics dashboards.
- Relationship-building and interpersonal skills ~~to engage prospects with professionalism and empathy.~~
- Ability to collaborate effectively with various teams to align messaging and drive shared goals.
- Ability to interpret campaign performance data, analytics, and recommend adjustments that improve ROI.

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### **Work Environment/Physical Demands**

This position operates in both a professional office environment and a conference setting, routinely utilizing standard office equipment and presentation technology. The role is a combination of sedentary and physical activity. It requires prolonged periods of sitting and standing, as well as physical tasks associated with packing, assembling, and transporting booth displays for conference participation. The position requires the ability to push, pull, and lift up to 60 pounds from floor to table and from table to floor.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

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### **Position Type**

This is a full-time position. Monday through Thursday, 8 am-5 pm, and Friday 8 am – 12 pm with occasional extended hours as needed as well as for travel and conference attendance.

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### **Supervisory Responsibility**

None

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### **Travel**

Attend client visits, conferences, and meetings as assigned and agreed upon. Travel may be required 1-2 times a year. Most travel will be multi-day travel to conferences or clients.

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### **Required Education and Experience**

- Bachelor's degree in marketing, communications, journalism, business, English, or related field or equivalent professional experience.
- 2+ years of professional experience in marketing, communications, journalism, content development, business writing, or a related field.
- Demonstrated professional writing and editing ability.

*Candidates with strong research, writing, and analytical skills are encouraged to apply, even if their background is not traditional marketing.*

### **Preferred Education and Experience**

- Familiarity with email marketing platforms or CRM systems (HubSpot a plus).
  - Design skills using Canva, Adobe, or similar tools.
  - Video editing experience.
  - Interest in or exposure to higher education, technology, edtech, or accreditation.
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### **Additional Eligibility Qualifications**

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

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This position description was approved TBD

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