Position Title:
Digital Marketing Specialist/Digital Marketing Coordinator
Department: Marketing & Communication
Search #20-28A

Responsible for managing digital marketing campaigns for graduate, undergraduate, and certificate programs. This position will be responsible for implementation, optimization, and performance analysis of ongoing management of digital marketing campaigns. You will be part of a team of marketing professionals, each of whom is the strategic cross functional marketing lead across marketing, creative, social, print, and web. Experience with Google Ads, paid search, and paid social media. Strong project management skills with the ability to work across multiple divisions to gain buy in and ensure campaigns run efficiently and effectively. Ability to partner with the enrollment division to set goals and expectations for campaigns. Experience and expertise in data analytics: this includes a firm understanding of data collection as well as the ability to use that data to optimize digital campaigns.

Marketing Strategy 50% | Analytics/Reporting 30% | Project Management 20%

**Supervision Received:** Director of Digital Marketing

**Supervision Exercised:** None

**Core Duties:**

**Marketing Strategy**
- Works under the supervision of the Director of Digital Marketing to develop strategic and integrated marketing plans, with a focus on digital media to increase enrollment and visibility for select graduate, undergraduate and certificate programs
- Researches new audiences and media channels, bringing creativity and innovation to marketing plans
- Stays current with marketing trends, testing new approaches and adopting best-practice strategies
- Communicate timely updates to clients as needed
- Continually evaluates channels and lists to ensure reach of defined audience; ensures marketing investment is producing satisfactory return
- Liaise with academic departments to stay informed of program updates, conference participation for marketing support and develop ongoing knowledge of programs and evolving target audiences
- Works closely with creative and content teams as well as the respective enrollment teams to ensure that campaigns hit key targets and fall within brand guidelines
Analytics/Reporting

• Provides data analytics expertise (data collection and visualization) to inform insights that lead to data-centric marketing optimizations
• Works closely with the enrollment teams to review CRM performance analytics to make strategic media decisions and optimizations
• Monitors campaigns on a daily basis ensuring fulfillment of services and making adjustments as necessary
• Reviews campaign performance analytics (lead source, web traffic, campaign reports, et. al.) and tweaks online campaigns based on this data

Project Management

• Works with the Director of Digital Marketing to develop, plan, and lead digital marketing plans from concept to completion
• Consults with internal and external clients regarding projects to identify needs and objectives; develops schedules and budgets as required for each project
• Manages projects from conception through copywriting and design to completion, serving as liaison between stakeholders and members of the marketing and communications team

Qualifications, Knowledge, Skills, Abilities

• Bachelor’s degree from an accredited college/university in a related field of study such as Business, Marketing, Advertising, Journalism, or Public Relations and five years’ experience. Master’s degree preferred
• Must possess proficiency in Google Analytics as well as paid search and social media
• Knowledge and understanding of college organization, goals and objectives, and policies and procedures
• Knowledge of current technological developments/trends in area of expertise
• Excellent organizational and communication skills
• Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
• The ability to juggle multiple projects while setting priorities, managing time effectively, and attention to detail.

University of New Haven Diversity, Equity, Inclusion, and Belonging Vision

The University of New Haven is a diverse institution that celebrates, respects, and values individuals of all social identities. We believe that as members of the university community, our socio-cultural differences ignite intellectual growth and foster a culture of understanding that embraces our ever-changing society.
HOW TO APPLY:

Please submit a cover letter, resume, and 2 references that will be held in the strictest of confidence to the following submission link. Please contact us at HRDept@newhaven.edu if you have any additional questions.

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