Position Title: Digital Marketing Strategist  
Department: Marketing & Communication  
Search #20-28A

Responsible for developing and driving digital marketing strategies for graduate, undergraduate, and certificate programs. This position will manage the development process from start to finish and will be responsible for implementation, optimization, and performance analysis of ongoing management of digital marketing campaigns. Firm understanding of SEO and content marketing. 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. In this role, you will specifically partner closely with undergraduate admissions and grad admissions. 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 40% | Project Management 40% | Analytics 20%

**CORE DUTIES:**

**Strategic Marketing**
- Develops strategic and integrated marketing plans, with a focus on digital media to increase enrollment and visibility for select graduate, undergraduate and certificate programs
- Working with faculty, develops a strong understanding of programs in order to develop effective marketing plans
- Meets regularly with academic chairs and program coordinators to assess and monitor digital campaigns
- Translates marketing plans for all programs into a media schedule including, but not limited to, digital, print, broadcast, outdoor, email communications.
- 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
- Meets regularly with Marketing and Communications leadership team as well as academic leadership to present and discuss campaign performance. Recommends and implements enhancements/corrections.

**Data Analysis and Measurement**
• Provides data analytics expertise (data collection and visualization) to inform insights that lead to data-centric marketing optimizations
• Working closely with graduate and undergraduate admissions 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
• Communicate timely updates to clients as needed
• Reviews campaign performance analytics (lead source, web traffic, campaign reports, et. al.) and tweaks online campaign based on analytics
• 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/Content team and Enrollment teams to ensure that campaigns hit key targets and fall within brand guidelines

Project Management
• Works with the Executive Director of Marketing & Communications 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 copy-writing and design to completion, serving as liaison between stakeholders and members of our team
• Identifies projects to be translated to the website and manages implementation working closely with the web 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, social media
• Strong ability to gain buy-in across academic and enrollment divisions
• 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.
HOW TO APPLY:

Please send a cover letter, resume, and list of 3-5 references and their contact information to: via email to hrdept@newhaven.edu. Please make sure to reference Search # 20-28A in the subject line.

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