Position Title: Digital Marketing Producer
Department: Office Marketing & Communication

Search #20-29A

(Due to COVID-19 restrictions on campus, this office’s employees are temporarily assigned to work at home or other remote locations. However, candidates for the Digital Marketing Producer position can be either temporarily or permanently remote. Those interested in working remotely on a permanent basis will be considered and are encouraged to apply.)

The Digital Marketing Producer will reside in the Office of Marketing & Communications and report to the Executive Director of Digital Services. This position supports the University’s institutional marketing efforts by driving strategic management and revision the University’s websites and associated digital marketing properties. This position is a hands-on digital marketing producer, creating digital marketing collateral, making website and digital product updates, ensuring strategies are supported by current and emerging technologies, and providing critical support, training, and guidance for the University’s digital channels.

CORE DUTIES:
● Serves as hands-on producer for all digital products and services, including creation and management of webpages, applications, forms, email marketing campaigns, and more. On a daily basis, this position will take content and create and/or edit pages, sections, and microsites in the main website CMS and microsite content management systems.
● Manages the digital services help desk, taking in and evaluating requests from constituents across all areas of the University that need assistance updating their websites and associated digital marketing materials and work collaboratively with those parties to take projects from start to finish.
● Provides front-line training and support to content authors in the Office of Marketing & Communications and other limited departments and offices with responsibility for editing of sections of the website(s). Help develop documentation and best practices for distributed content authoring responsibility. Fields questions from other editors and problem solves the issues or escalates to senior leadership when necessary.
● Manages student workers. Creates and manages projects for multiple student workers. Provides regular updates on completed projects and work performance. Trains student workers to use the website CMS and various other platforms.
● Assists in managing Digital Accessibility Efforts. Reviews website content on an ongoing basis to ensure the University’s digital properties meet or exceed Web Content Accessibility Guidelines (WCAG) 2.1. Consults with staff and vendors about best
accessibility practices and validates the accessibility corrections that they implement. Drives strategic plan for accessibility across all digital marketing products and services.

SECONDARY DUTIES:

- Assists in Search Engine Optimization Efforts. Tracks and strategizes around organic keyword performance. Works with technical colleagues to organize and implement SEO recommendations. Works with content creators to develop plans for new content to drive organic traffic. Provides performance data at regular intervals.
- Assists with analytics of digital marketing projects, including reporting in Google Analytics or other similar products.
- Assists with digital inbound marketing through the Hubspot platform. Create landing pages, lead generation forms and emails to distribute content through relevant paid programs. Collaborate with department heads to strategize digital campaigns.
- Assists with content for websites and social channels operated by 3rd-party vendors performing services for the University, including but not limited to partnerships for online programs.
- Attends various meeting and committees on campus to represent the Office of Marketing & Communications.
- Manages web organization strategy. Conducts customer and competitor research. Measures and optimizes content using analytics reports. Strategizes structural design, taxonomies, metadata, scheduling. Translates user behavior into site structure. Manages and uses customer testimonials and feedback to optimize user experience.
- Other duties as assigned.

QUALIFICATIONS, KNOWLEDGE, SKILLS, ABILITIES

- Bachelor’s degree in marketing, communications, or related field. Master’s degree preferred.
- 4-6 years of marketing, digital marketing, or related experience; or a combination of education and relevant experience.
- 2-3 years of higher-education marketing experience is helpful, but not required. Marketing experience in other industries can be substituted.
- Proven ability to thrive in high-energy environment, managing tight deadlines and shifting priorities.
- Previous experience with creating, writing, editing, and posting content to websites, social media, and/or email campaigns.
- Critical thinker, with an ability to troubleshoot and problem-solve.
- Demonstrated project management skills.
- Experience with web accessibility, mobility, and responsiveness best practices and standards.
● Experience working with media for the web using the Adobe Creative Cloud suite.
● Strong user experience/user interface design experience.
● Excellent interpersonal skills, and professionalism to interact with a wide range of people at different levels of an organization.
● Experience with social media campaigns and/or video production is a plus.
● Good understanding and familiarity with google Analytics, SEO and Social Media.
● Experience and understanding of various Internet standards is a plus, such as HTML, CSS, XML, JQuery, JavaScript, and PHP.
● Knowledge of marketing across channels including digital and print.

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 # 20-29A in the subject line.

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