Digital Marketing Strategist

Job Code 50033964

General Description
Responsible for developing a marketing plan for assigned department.

Examples of Duties
Manage advertising campaigns for undergraduate admissions and graduate college initiatives.
Initiate and direct create advertising content through our team of designers.
Manage strategic search engine optimization (SEO) and search engine marketing (SEM) initiatives.
Stay current on paid media and digital trends and execute new ideas to meet marketing goals.
Help to define paid media processes: planning, management, monitoring and measurement.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of:
- marketing techniques and lay-out production;
- assessment tools;
- public relations;
- publication design techniques;
- Mac-based computer hardware and software programs, including Photoshop, PageMaker, Quark, and web-based programs;
- standard office procedures and equipment.

Skill in:
- making presentations;
- using personal computer and related software;
- interacting with managers and others;
- developing a market survey and a marketing plan;
- establish rapport with a variety of people;
- problem solving and decision making;
- public speaking ability.

Ability to:
- read and analyze survey results;
- proof market materials;
- determine number of market pieces and understand survey results;
- perform basic math;
- give presentations;
- read and interpret books and articles, technical manuals, and correspondence;
- develop and maintain positive media relations;
- write press, releases, text for newsletters, web brochures, correspondence, and other print materials.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements