
Auburn University Job Description

Job Title:	Dir, Digital Marketing	Job Family:	No Family
Job Code:	OA51	Grade MC12:	\$66,900 - \$120,400
FLSA status:	Exempt		

Job Summary

Reporting to the Senior Director of Advancement Marketing, the Digital Marketing Director provides strategic leadership and mentorship to their team and collaborates across all areas of Auburn Advancement and Auburn University. Generates strategic initiatives, programs and functions to drive affinity and investment from stakeholders and models an innovative spirit for the advancement division. Analyzes data and advises leadership on digital strategies to increase and enhance engagement and fundraising initiatives. Develops project management plans, specified metrics and outcomes, and aligned teams to drive, affinity and investment in Auburn. Responsible for expanding the pipeline of engaged alumni, parents, friends and constituents, and moving prospects towards invested ownership, to fuel the purpose of Auburn University. Production, collaboration, innovation, and purpose will guide this advancement leader. The Director fuels production by embracing an up and to the right culture that identifies specific audiences and builds custom digital strategies to connect targeted audiences with Auburn.

Essential Functions

1. Responsible for planning, developing, implementing, and managing digital market strategy in Auburn Advancement. Analyzes data and advises leadership on digital strategies to increase and enhance engagement and fundraising initiatives. Provides leadership and consistency in a variety of web platforms, email, and social media to engage and activate a variety of audiences by partnering with colleagues across Auburn Advancement.
 2. Identifies leading practices and strategies to maximize performance of email, social, and web channels. Assesses platforms and makes recommendations for optimal performance, selecting vendors, and effective and efficient use of resources. Leads, develops, and supervises the digital marketing team. Provides guidance and direction to other creative staff engaged in digital marketing work.
 3. Develops plans to increase traffic and conversions to giving pages with web properties including remarketing campaigns, A/B testing, search engine optimization (SEO) improvements and homepage content strategy.
 4. Recommends, develops, executes plans for engagement, fundraising, and acquisition efforts for multichannel outreach (MCO) campaigns.
 5. Manages analytics and stays abreast of digital marketing trends, identifying opportunities to improve the user experience.
 6. Develops and implements processes for improving metadata and accessibility on advancement web properties.
 7. In partnership with fundraising colleagues, develops crowdfunding and online giving programs to serve evolving advancement strategies.
 8. Manages relationships with digital platform vendors, ensuring that contracts and improvements are in line with advancement expectations, working closely with advancement information technology.
 9. Uses analytics and business intelligence insights, as well as industry leading practice, to recommend and implement improvements to the alumni and donor experience.
 10. Standardizes templates, analytics, and calls to action. Tests and refines these properties and makes recommendations for improvements.
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Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.



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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related field.
Experience (yrs.)	7	Experience in digital marketing and communications to include advertising and web design with progressively increasing levels of responsibility and accountability. Requires 2 years of experience supervising full time employees. Experience in building rapport and establishing cooperative working relationship with donors, colleagues, and external partners.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of latest trends and best practices in digital marketing in relation to fundraising, event marketing, and donor pipeline growth. Solid understanding of web management, design and development processes. Advanced understanding of technical aspects such as server response times, SSL certificates, caching, redirects, etc. Full proficiency in the following areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box. Expert at working with WordPress, Google AdWords, SEO/SEM, digital fundraising, and landing page creation. Proficiency in of HTML/CSS, WordPress, Adobe Creative Suite. Strong user experience focus with a proven ability to uncover insights about pain points and create strategies to overcome barriers. Expert at drawing insights from data, both qualitative and quantitative, and provide data-informed recommendations for future marketing campaigns.

Ability to manage multiple projects, meet deadlines, and work in a fast-paced team environment. Ability to manage and develop staff. Excellent organizational, interpersonal, writing, and analytical skills. Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

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Job frequently requires standing, walking, sitting, talking, hearing, .

Job occasionally requires reaching, handling objects with hands, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 3/22/2023

