



JOB INFORMATION

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| Job Code | OC53 |
| Job Description Title | Spec, Digital Marketing |
| Pay Grade | MC10 |
| Range Minimum | \$58,080 |
| 33rd % | \$71,630 |
| Range Midpoint | \$78,410 |
| 67th % | \$85,180 |
| Range Maximum | \$98,740 |
| Exemption Status | Exempt |
| Approved Date: | 2/10/2025 11:02:07 AM |

JOB FAMILY AND FUNCTION

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|---------------|---|
| Job Family: | Marketing, Communications, & Multimedia |
| Job Function: | Marketing |

JOB SUMMARY

The Digital Marketing Specialist (DMS) leads the development, maintenance, and analysis of data sent through marketing channels and third-party applications/add-ons to support its strategic communication and marketing goals. Works with academic units and teams to support the CRM (Salesforce Marketing Cloud) and coordinates strategy and optimization aligned with marketing efforts designed to support faculty, staff, and student recruitment, recognition, development, and engagement. Aids units in the transition from traditional communication approaches and protocols to Marketing Cloud and is responsible for building, maintaining, and continually improving the use of the CRM platform to support communication and engagement with diverse stakeholder groups. Coordinates the development of creative strategies and content and works closely with the Salesforce CRM team to ensure platforms are well integrated, as those internal staff users of the platform are trained for success.

RESPONSIBILITIES

- **CRM Marketing Integration:** Provides overall platform support of Marketing Cloud, builds, maintains, and improves Marketing Cloud user journeys following design and process protocols. Works with CRM Salesforce Team to help facilitate the development, delivery, training, and performance evaluation of strategic communications and digital marketing to the Provost's Office. Supports Auburn's CRM system development and implementation by training and educating new users, providing input to technical solutions, exploring and implementing features for efficiency, and serving as a CRM campaigning expert. Efforts include building campaigns and assessing strategic messaging. Provides coordination to develop creative strategies and content and works closely with the Salesforce CRM team to ensure platforms are well integrated, as those internal staff users of the platform are trained for success.
- **Marketing and Strategic Communication Coordination:** Provides coordination and creative support to strategic projects on units, including overseeing current and future digital marketing and communication efforts from initiation to development, implementation, assessment, and modification where needed. Serves as the primary point of contact for developing key marketing strategies and supporting the creation of associated collateral, including marketing automation processes and campaign management.
- **Web Development:** Supports strategic web development for units, including developing creative approaches, wireframing, and working with designers to implement design-build and technical and functional capabilities with Marketing Cloud.
- **Events Support:** Provides support for event management and execution, if needed.
- **Strategic Projects:** Provides support to strategic projects impacting department units, including brand alignment with central communications and marketing standards and expectations.
- Performs other duties as assigned.

SUPERVISORY RESPONSIBILITIES

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| Supervisory Responsibility | May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees. |
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

| Education Level | Focus of Education | | Years of Experience | Focus of Experience | |
|-------------------|--|-----|---------------------|--|--|
| Bachelor's Degree | Degree in Communication, Marketing, Data Management, or related field. | and | 5 years of | Experience in marketing and communications services. | |

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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|--|--|
| Knowledge of Salesforce Marketing Cloud and/or analytical systems used to evaluate units' technical components and email marketing best practices. | |
| Understanding design processes and resources and creating and refining strategic communications and marketing efforts processes to integrate digital solutions efficiently and effectively. | |
| Strong interpersonal skills, project management skills, writing and editing for various media (including digital, media, social), skills developing content for digital platforms, integrated marketing, communication skills, and skills developing assessment tools. | |

MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired | |
|---|---|------------|------------------|--|
| Salesforce Administration Certification | Salesforce Marketing Cloud Administrator Certification is | Upon Hire | Desired | |

PHYSICAL DEMANDS & WORKING CONDITIONS

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|----------------------------|-------|
| Physical Demands Category: | Other |
|----------------------------|-------|

PHYSICAL DEMANDS

| Physical Demand | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing | | | X | | | |
| Walking | | | X | | | |
| Sitting | | | | X | | |
| Lifting | X | | | | | |
| Climbing | | X | | | | |
| Stooping/ Kneeling/ Crouching | | X | | | | |
| Reaching | | | X | | | |
| Talking | | | | | X | |
| Hearing | | | | | X | |
| Repetitive Motions | | | | | X | |
| Eye/Hand/Foot Coordination | | | | | X | |

WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Extreme cold | | X | | | |
| Extreme heat | | X | | | |
| Humidity | | X | | | |
| Wet | | X | | | |
| Noise | | X | | | |
| Hazards | | X | | | |
| Temperature Change | | X | | | |
| Atmospheric Conditions | | X | | | |
| Vibration | | X | | | |

Vision Requirements:

Ability to see information in print and/or electronically.