AUBURN
Human Resources

Dir, Digital Marketing

Job Description

JOB INFORMATION

Job Code	OA51
Job Description Title	Dir, Digital Marketing
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	3/22/2023

JOB FAMILY AND FUNCTION

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

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.

RESPONSIBILITIES

- 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.
- 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.
- 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.
- Recommends, develops, executes plans for engagement, fundraising, and acquisition efforts for multichannel outreach (MCO) campaigns.
- Manages analytics and stays abreast of digital marketing trends, identifying opportunities to improve the user experience.
- Develops and implements processes for improving metadata and accessibility on advancement web properties.
- In partnership with fundraising colleagues, develops crowdfunding and online giving programs to serve evolving advancement strategies.
- Manages relationships with digital platform vendors, ensuring that contracts and improvements are in line with advancement expectations, working closely with advancement information technology.

RESPONSIBILITIES

- Uses analytics and business intelligence insights, as well as industry leading practice, to recommend and implement improvements to the alumni and donor experience.
- Standardizes templates, analytics, and calls to action. Tests and refines these properties and makes recommendations for improvements.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

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.

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 to 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 Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related field.	and	7 years of	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.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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.

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

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.