AUBURN
Human Resources

Spec I, Digital Marketing & SEO

Job Description

JOB INFORMATION

Job Code	OC04A
Job Description Title	Spec I, Digital Marketing & SEO
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	7/22/2025 9:13:32 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Digital Marketing & SEO Specialist I assists the Advancement team's digital presence by maintaining and updating web content within the content management system (CMS). Works under close supervision to ensure content is accurate, accessible, and aligned with institutional branding and messaging. Assists with basic search engine optimization (SEO) tasks and participates in team meetings to gain exposure to digital marketing strategies and tools.

RESPONSIBILITIES

- Assists in the day-to-day maintenance of Advancement websites by uploading and updating content such as blog posts, event pages, and campaign materials using the CMS, ensuring accuracy and adherence to accessibility standards.
- Supports search engine optimization (SEO) efforts by conducting basic keyword research, applying on-page optimization techniques, and learning how to monitor performance metrics.
- Participates in collaborative meetings with content creators, designers, and marketing staff to understand how digital content supports broader engagement goals.
- Performs quality assurance checks on published content to ensure consistency, functionality, and alignment with user experience best practices.
- Stays informed on digital marketing trends and tools through training and mentorship, applying new knowledge to improve content quality and visibility.

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	No supervisory responsibilities.

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	with no specific discipline.	and	2 years of	Experience in marketing and communications services, and/or search engine optimization.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Intermediate 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	
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	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Temperature Change				X	
Atmospheric Conditions				X	
Vibration				X	

Vision Requirements:
Ability to see information in print and/or electronically and distinguish colors.