AUBURN
Human Resources

Spec II, Digital Marketing & SEO

Job Description

JOB INFORMATION

Job Code	OC04B
Job Description Title	Spec II, Digital Marketing & SEO
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	7/22/2025 9:13:45 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Digital Marketing & SEO Specialist II supports digital content and contributes to the development and execution of Search Engine Optimization (SEO) strategies to enhance the visibility and effectiveness of Advancement websites. Operates with moderate independence to ensure content quality, consistency, and alignment with institutional goals. Collaborates cross-functionally to optimize user experience and support engagement and conversion objectives.

RESPONSIBILITIES

- Independently manages and updates a wide range of digital content within the CMS, including campaign pages, event listings, and blog articles, ensuring timely publication and adherence to accessibility and branding standards.
- Leads the implementation of Search Engine Optimization (SEO) strategies by conducting in-depth keyword research, optimizing metadata and page structure, and collaborating with content teams to improve search performance.
- Coordinates with stakeholders across Advancement to align digital content with strategic priorities, ensuring that messaging, layout, and navigation support user engagement and institutional objectives.
- Provides backup support for digital initiatives such as email marketing campaigns, analytics reporting, and content audits, contributing to the overall efficiency of the digital team.
- Monitors and analyzes website performance using tools like Google Analytics, generating insights to inform content strategy and improve user experience.

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

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	4 years of	experience in marketing and communications services, and/or search engine optimization.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced knowledge of Salesforce Marketing Cloud and/or analytical systems used to evaluate units' technical components and email marketing best practices.	
Deep 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	

WORKING ENVIRONMENT

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

Vision Requirements:

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