AUBURN
Human Resources

Spec, Digital Marketing
Job Description

JOB INFORMATION

Job Code	OC53
Job Description Title	Spec, Digital Marketing
Pay Grade	MC10
Range Minimum	$58,940
33rd %	$72,700
Range Midpoint	$79,570
67th %	$86,450
Range Maximum	$100,200
Exemption Status	Exempt
Approved Date:	2/10/2025 11:02:07 AM

JOB FAMILY AND FUNCTION

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.

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	Degree in Communication, Marketing, Data Management, or related field.	and	5 years of	Experience in marketing and communications services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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

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	

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.