AUBURN
Human Resources

Digital Content Strategist

Job Description

JOB INFORMATION

Job Code	OC59
Job Description Title	Digital Content Strategist
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:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/23/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Digital Content Strategist is responsible for advancing strategic brand development of creative concepts and digital deliverables that advance the University's mission. Responsible for supporting all Office of Communications and Marketing digital marketing efforts. Provides strategic direction, oversight, and best practices for digital content at the university level. Produces and provides operational and logistical planning, training, and implementation of digital platforms and advertising campaigns for OCM.

RESPONSIBILITIES

- Responsible for planning, developing, implementing, and managing digital market strategy in the Office of Communications and Marketing. 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, videos, and social media to engage and activate a variety of audiences by partnering with colleagues across the university.
- Responsible for planning and coordinating logistics with all digital platforms across OCM, including advertising, web, video, photo, and social; coordinate content for university-wide events and holiday-themed messages.
- Identifies leading practices and strategies to maximize the performance of video, social, and web channels. Assesses platforms and makes recommendations for optimal performance, selecting vendors, and effective and efficient use of resources. Provides guidance and direction to creative services and marketing staff engaged in digital marketing collateral.
- Recommends, develops, and executes plans for engagement and acquisition efforts for multichannel outreach (MCO) campaigns.
- Manages analytics and stays abreast of digital marketing trends, identifying opportunities to improve the user experience.
- Works directly with digital platform vendors to develop the most cohesive and robust digital promotion plans at the university level; ensures all contracts and improvements align with university expectations by working closely with OCM leadership.
- Provides strategic direction, oversight, and best practices for digital content at the University level.
- Contributes to regular brainstorming on innovative, unique communications and engagement opportunities that will grow our audiences across our digital networks.

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 Marketing, Communications, Business, or related field	and	5 years of	Experience in digital marketing including designing, writing, and executing content on multiple marketing channels, such as web, email, social media, or events.	

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			Up to 10 pounds
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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
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.