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## Auburn University Job Description

Job Title: **Spec, Digital Marketing**

Grade MC10 \$54,800 - \$93,200

Job Code: **OC53**

FLSA status: Exempt

Job Family: Marketing, Communications, & Multimedia

Job Function: Marketing

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### 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 for the Provost's Office 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.

### Essential Functions

1. CRM Marketing Integration: Provides overall platform support of Marketing Cloud for the Provost's Office and 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 for the Provost's Office. 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.
2. Marketing and Strategic Communication Coordination: Provides coordination and creative support to strategic projects on behalf of Provost's Office 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.
3. 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.
4. Academic Events Support: Provides support to Provost Office academic events, including Faculty Awards, Endowed Faculty Recognition, Academic Advising, and Commencement. Support can include assisting with event management and execution, where needed.
5. Provost Office Strategic Projects: Provides support to strategic projects impacting Provost Office units, including brand alignment with central communications and marketing standards and expectations.
6. Performs other duties as assigned.

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### Supervisory Responsibility

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### **Supervisory Responsibility**

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

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Bachelor's Degree	Degree in Communication, Marketing, Data Management, or related field.
<b>Experience (yrs.)</b>	5	Experience in marketing and communications services.

#### Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

#### Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

#### Minimum Required Knowledge

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 assessmenttools.

#### Certification or Licensure Requirements

Salesforce Marketing Cloud Administrator Certification is desired.

#### Pre-Employment Screening Requirements

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### Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, .

Vision requirements: Ability to see information in print and/or electronically.

Date: 5/24/2022

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