
Auburn University Job Description

Job Title: **Digital Content Strategist**

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

Job Code: **OC59**

FLSA status: Exempt

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.

Essential Functions

1. 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.
2. 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.
3. 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.
4. Recommends, develops and executes plans for engagement and acquisition efforts for multichannel outreach (MCO) campaigns.
5. Manages analytics and stays abreast of digital marketing trends, identifying opportunities to improve the user experience
6. 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.
7. Provides strategic direction, oversight and best practices for digital content at the University level.
8. Contributes to regular brainstorming on innovative, unique communications and engagement opportunities that will grow our audiences across our digital networks.
9. Performs other related duties as assigned.

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>
Education	Bachelor's Degree	Degree in Marketing, Communications, Business, or related field.
Experience (yrs.)	5	Experience in digital marketing to include designing, writing, and executing content on multiple marketing channels, such as web, email, social media, or events.

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

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

Physical Requirements/ADA

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

Work schedules, volume of work, or priorities seldom change; able to anticipate new work; minimum distractions or interruptions; seldom involves conflicting demands on time.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, and lifting up to 10 pounds.

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

Date: 8/23/2023
