



Job Description

Position Title	Digital Marketing Manager		
Business Unit	Marketing and Public Relations	Status:	Full-Time Exempt (Salaried)
Reporting to	Director of Marketing and Public Relations	Salary Range:	To be determined

Background	<p><u>University Overview</u></p> <p>Founded in 1893, Southwestern Adventist University is a 501(c)(3) faith-based institution located in Johnson County, Texas. As the only four-year degree granting university in the county, Southwestern Adventist University is an important community stakeholder that links education with action by building knowledge, increasing faith, and providing service.</p> <p><u>University Vision</u></p> <p>Southwestern Adventist University seeks to be a community that supports academic, spiritual, physical, and emotional wholeness encouraging all members to find their purpose and lead lives of service</p> <p><u>University Mission</u></p> <p>The University’s Mission statement is “Inspiring knowledge, faith, and service through Christ-centered education.”</p>
Position	<p>The Digital Marketing Manager leads the production of web content for the Southwestern Adventist University website and coordinates with other marketing team members in the optimization of SWAU’s online awareness, loyalty and influence through social and paid digital media.</p> <p>The ideal candidate is someone with experience in website management, writing and search engine optimization. In addition to being an outstanding communicator, the individual should also demonstrate excellent interpersonal and analytical skills. The Digital Marketing Manager must demonstrate creativity and exhibit the ability to think strategically, manage multiple assignments simultaneously, work as a team member with little supervision and meet deadlines.</p>

<p>Responsibilities</p>	<ul style="list-style-type: none"> ▪ Oversee all aspects of the university website’s content and design. ▪ Write and copyedit content for various digital applications. ▪ Analyze important metrics that affect website traffic/engagement by target audiences and optimize accordingly. ▪ Identify and incorporate the latest trends and technologies affecting digital marketing in higher education. ▪ Collaboratively brainstorm new and innovative digital growth strategies. ▪ Coordinate with departments to identify compelling content for their web pages. ▪ Collaborate with marketing team members to improve online reputation and search engine marketing. ▪ Liaison with information technology team to optimize technical elements of the website for an optimized user experience. ▪ Manage CRM system utilized for marketing contacts and CMS system used for landing pages. ▪ Manage content for digital displays across campus. ▪ Prepare accurate reports on digital marketing campaigns’ overall performance. ▪ Other projects and/or duties as assigned. <p><u>Staff Supervision</u></p> <ul style="list-style-type: none"> ▪ Various student workers
<p>Requirements</p>	<p><u>Minimum</u></p> <ul style="list-style-type: none"> ▪ Bachelor’s degree in marketing or relevant field. ▪ 1-2 years of experience in digital marketing or related position. ▪ Highly creative with excellent analytical abilities. ▪ Experience in web management, writing, design and search engine optimization. ▪ Solid understanding of HTML, Javascript, CSS, and AJAX. ▪ Must have a strong commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church, be a member of the Seventh-day Adventist church in good and regular standing and have a desire to serve in a cooperative, spiritually redemptive and soul-winning atmosphere. <p><u>Preferred</u></p> <ul style="list-style-type: none"> ▪ 3-5 years of experience in digital marketing or related position. ▪ Up-to-date knowledge on the latest trends and technologies in digital marketing. ▪ Solid knowledge of website and marketing analytics and ad serving tools. ▪ Experience in optimizing landing pages and user funnels. ▪ Preferred experience with A/B and multivariate experiments. ▪ Experience in setting up and optimizing PPC campaigns on all major search engines. ▪ Proficient in Drupal, including development and maintenance of custom modules. ▪ Familiarity with CI/CD (Continuous Integration/Continuous Delivery) principles and practices.



This job description is not intended to be complete or limiting – the role will require a proactive and flexible approach to be successful.

Southwestern Adventist University complies with applicable state and local laws governing non-discrimination in employment. This applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.