POSITION ANNOUNCEMENT

Job title: Manager, Digital Marketing
Department: Marketing and Communications
Hours: 40 hrs. Per week
Opening: March 20, 2018
Benefits: Yes
Classification: Exempt, Professional Staff
Closing: Open Until Filled

General Position Summary:
The Manager, Digital Marketing supports and executes the University of Arizona Foundation and Development Program digital marketing and communications strategy, with fundraising as a priority. Working collaboratively with partners within the UA Foundation and with colleagues across campus, s/he makes full use of the UA brand – including video and multimedia content – to engage and steward current donors and inspire future donors online. The Manager, Digital Marketing is responsible for maintaining and optimizing public-facing UAF web properties, and will work across all digital channels, including social media, email marketing, display, mobile, and more. S/he is a contributing member of the creative team, a close collaborator with the IT team, and resourceful in finding solutions as the team works to achieve University Development Program goals.

Essential Functions/Major Responsibilities:
- Participates in strategy, creative planning, and direction for marketing and communications projects.
- Maintains and optimizes content of public-facing UAF web properties, with an analytics-informed approach to considering usability, design, content, and conversion.
- Assists in updating Rufus, the University Development Program intranet.
- Proactively manages SEO and thematic SEO standards for public-facing UAF web properties and collaborates with writers to ensure that web content is optimized to achieve strategic goals.
- Works with the creative team and partners on campus to build and optimize digital marketing initiatives, programs, and campaigns to reach and engage target segments across digital channels, including web, SEM, display, social media, and mobile.
- Develops, implements, and optimizes test-and-learn (A/B, multivariate) programs across channels.
- Leads development of digital engagement, cultivation, and conversion programs needed to maximize paid and organic digital marketing programs.
- Develops and implements tracking, reporting, and optimization protocols consistently across digital marketing activities in alignment with established UDP metrics, such as engagement scores.
Essential Functions/Major Responsibilities (continued):
- Works in close collaboration with UAF IT department.
- Shares best practices and counsel with UDP colleagues seeking advice on digital fundraising and general web standards.
- Engages with the broader UA creative community, especially web developers, to share expertise and stay on the vanguard of online expression of the UA brand.
- Leads selection of digital marketing vendor partners and manages relationships and projects.

Specific Job Skills, Knowledge and Abilities:
- Highly creative, with experience in understanding target audiences and developing digital campaigns that inspire, engage, and inform.
- Experience working in collaboration with a creative team, as well as with diverse stakeholder-clients across an organization.
- Active interest in evolving digital landscape, marketing trends, and best practices in online marketing and measurement, with ability to evaluate emerging platforms for possible adoption within the context of an overall business strategy.
- Familiarity with project management strategies and ability to plan, organize, and execute multiple projects simultaneously.
- Experience with SEO/SEM management, email marketing tools, social media, ad serving tools, inbound marketing tools, and working with a CRM.
- Knowledge and understanding HTML, CSS, and JavaScript.
- Experience working within a CMS, particularly Drupal 7.
- Working knowledge of Adobe Creative Suite.
- Excellent communication skills.
- Ability to think creatively, abstractly and concretely.
- Flexibility and ability to work independently.
- Physical ability to operate basic office machinery.

Job Scope:
This position generally operates within established procedures but may recommend changes in policies and procedures to supervisor. Decision-making is varied and duties are generally performed with minimal supervision.

Interpersonal contacts:
This position has frequent email, telephone and face-to-face contact with UDP staff, University administrators, and IT professionals.

Minimum Qualifications:
- Bachelor’s degree in marketing, MIS, computer science, information technology, business, or related field; AND
- Three+ years of digital marketing experience;
  OR
- Any equivalent combination of experience, training and/or education as approved by Human Resources.
Work Environment:
Standard office environment including close work on a computer. Occasional travel may be required.

To Apply:
Please send a letter of interest, resume, and three professional references (include job number MC1801 in the subject line) to:
The University of Arizona Foundation, Attn: Human Resources
E-mail hrdept@uafoundation.org

*The University of Arizona Foundation is an Equal Opportunity Employer.*