



**Connecticut State Community College
Job Description
Director of Digital Marketing Services**

Salary Grade:
CCP 19 (Subject to Willis)

Date Approved/Revised:
Rev 3. 8/25/23

Position Purpose

The Director of Digital Marketing Services oversees the operations of a college's digital environment, which includes its website(s), social media platforms, and marketing campaigns. They develop and implement digital marketing plans, examine user and data traffic metrics, and ensure the consistency of the college's digital brand and values.

Supervisory and Other Relationships

The Director of Digital Marketing Services reports directly to the Senior Director of Strategic Marketing, but also will work closely with the remainder of the marketing team. The Director of Digital Marketing supervises the Web Services Coordinator, the Web Content & Accessibility Coordinator and the Social Media Coordinator(s); and may oversee student workers or vendors. The Director is responsible for High-level decisions and for leading a team.

The incumbent has substantial cooperative and collaborative relationships with college and campus administration, staff and faculty.

Examples of Duties

The Director of Digital Marketing Services oversees creating, managing, and carrying out digital marketing initiatives that extend visual continuity with CT State's brand awareness and campaigns, and promote the college's programs and services. The Director raises brand awareness in online environments, collects leads or prospective students and increases website traffic. They are responsible for the development and execution of digital marketing plans, and collaborate with numerous groups (including web services, graphic designers, etc.) to produce engaging material.

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Optimize the functionality of the college's digital infrastructure and ensure that all digital tools and applications run smoothly
- Ensure adherence to website governance model
- Develop and execute digital marketing campaigns to drive website traffic, increase social engagement, support recruitment and retention goals, and generally support the college's strategic goals and objectives
- Manage comprehensive plan of social media outreach and engagement, including media choice, messaging calendar and audience segmentation
- Deploy social listening practices and coordinate interactions between campus and central office social media activities
- Develop concepts and strategies to ensure that the college's key messages are effectively communicated via the website and formulate long-term plans for website enhancement
- Specify digital goals, monitor and interpret data analytics, including analyzing SEO, KPIs, and marketing statistics; monitor progress, and adjust plans

- With the Director of Creative and Publication Services, define the deployment of the brand per each social media platform
- Translate college marketing initiatives into appropriate digital strategies and plans
- Conduct market research to guide the digital marketing strategy
- Oversee the integration of social media, email marketing, lead development and conversion of visitors into applications
- Manage staff, timelines, and budgets
- Ensure the efficiency and optimization of the digital ecosystem through SEO, SEM, and SMO.
- Conduct continuous quality improvement
- Prioritize diversity, equity and inclusion in outreach materials and activities by including representation, reach and engagement to persons of color, persons with disabilities and LGBTQ communities

Professional Participation and Development

In addition to the accountabilities listed above, the Director of Digital Marketing is required to carry out the essential duties of:

- Service on assigned committees and taskforces;
- Attendance and participation at committee, staff, informational and professional meetings.
- Attendance and participation at convocation and commencement ceremonies

These may involve attendance at evening or weekend events, within contractual limits. The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.).

Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Ability to keep abreast of the latest consumer and marketing trends and advancements in digital marketing
- Digital analytics and reporting
- Major social media vehicle and changing landscape of social engagement
- Professional practice of marketing, social media and website management
- Copy writing and content management
- Quality control
- Project management and supervising staff
- Digital literacy skills

These skills and abilities typically are acquired through a combination of education, experience and training that would include a Bachelor's degree in a relevant field, Master's degree preferred, together with 2-5 years of related experience, and up to two years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The position's work normally is performed in such locations as offices and places where the public may assemble. The incumbent may travel to central office meetings and conferences, as well as to campuses and vendor offices. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.