Connecticut State Community College
Job Description
Director of Digital Marketing

Salary Grade: CCP 19 (Subject to Willis)
Date Approved/Revised:
Rev 2. 4/3/23

Position Purpose
The Director of Digital Marketing 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 reports directly to the Senior Director of Strategic Marketing, but also will work closely with the AVP of Communications & Strategic Marketing, the Director of Creative & Publication Services, Director of Media, Public Relations & DEI and the Director of Organizational Communications. The Director of Digital Marketing will supervise the Assistant Director of Web Services, the Web Content & Accessibility Coordinator and the Social Media Coordinator; and may oversee student workers or vendors. This position will collaborate closely with the directors of Publication Services, Media & DEI.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty and alumni. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students.

Examples of Duties
The Director of Digital Marketing is in charge of creating, managing, and carrying out digital marketing initiatives that advertise the college’s degrees, programs and services. The Director raises brand awareness in online environments, collect leads or prospective students and increase 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:

- Create and implement digital business strategies within the constraints of the budget.
- Specify digital goals and monitor progress.
- Ensure that all digital tools and applications run smoothly.
- Analyze SEO, important KPIs, and marketing statistics.
- Create original concepts to increase online traffic.
- Translate CT State’s marketing initiatives into appropriate digital strategies and plans
- Drive website traffic
- Develop and execute digital marketing campaigns
- Monitor and interpret analytic data.
- Optimize the functionality of the college’s digital infrastructure.
- Conduct market research through techniques such as A/B testing to guide the marketing strategy.
- Develop and implement digital advertising campaigns to increase brand awareness, website traffic, and sales.
• Manage project staff, timelines, and budgets.
• Ensure the efficiency and optimization of the digital ecosystem through SEO, SEM, and SMO.
• 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

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. 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 technology.
• Experience with monitoring and interpretation of digital analytics
• Familiarity with all major social media networks including but not limited to Instagram, Twitter, YouTube, TikTok, LinkedIn and Facebook.
• Professional practice of marketing, public and media relations;
• Copywriting, content management and design;
• Project management & supervising staff;
• Strong digital literacy skills

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor’s degree in an appropriately related field together with and 5-7 years of related experience, preferably in higher education or public service, and up to one year 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 position’s work requires the incumbent to travel between campuses and to visit the college office at 185 Main Street, New Britain as well as to locations for college and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.