

Digital Marketing Specialist Auburn University

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Posted Feb. 20, 2023, set to expire Nov. 1, 2023

Job Title	Digital Marketing Specialist
Department	Provost & VP Academic Affairs
Institution	Auburn University Auburn, Alabama
Date Posted	Feb. 20, 2023
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
Job Website	https://www.auemployment.com/postings/35743

Apply By Email

Job Description

Auburn University's Provost's Office is seeking candidates for a Digital Marketing Specialist (DMS). The individual selected will lead the development, maintenance, and analysis of data sent through marketing channels and third-party applications/add-ons for the Provost's Office to support its strategic communication and marketing goals. Works with academic units and teams to support the CRM (Salesforce Marketing Cloud) and coordinates strategy and optimization aligned with marketing efforts designed to support faculty, staff, and student recruitment, recognition, development, and engagement. Aids units in the transition from traditional communication approaches and protocols to Marketing Cloud and is responsible for building, maintaining, and continually improving the use of the CRM platform to support communication and engagement with diverse stakeholder groups. Coordinates the development of creative strategies and content and works closely with the Salesforce CRM team to ensure platforms are well integrated, as those internal staff users of the platform are trained for success.

To learn more about the Provost Office, please visit:



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<https://auburn.edu/academic/provost/index.php>

About Auburn: At Auburn, our work changes lives. Ranked by U.S. News and World Report as a premier public institution, Auburn University is dedicated to shaping the future of the people of Alabama, the nation, and the world through forward-thinking education, life-enhancing research, scholarship and selfless service. Auburn is nationally recognized for its commitment to academic excellence, community outreach, positive work environment, student engagement, and thriving community.

Why employees choose Auburn: Auburn University was named by Forbes Magazine as one of the state of Alabama's best employers, with employees staying an average of ten years. Employees enjoy competitive benefits that include top-notch health insurance, generous retirement plans, tuition assistance for employees and dependents, flexible spending accounts and more!

Learn more about Auburn's impact, generous employee benefits, and thriving community by visiting aub.ie/working-at-auburn.

Our Commitment: Auburn University is committed to a diverse and inclusive campus environment. Visit www.auburn.edu/inclusion to learn more about our commitment to expanding equity and inclusion for all.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact