

Milligan College
Position Description

Job Title: Digital Marketing Specialist
Department: Marketing & Enrollment Management
Reports to: Director of Public Relations & Marketing
Status: Full-time employment; exempt

SUMMARY: Utilize new media and digital tools to drive the college's digital marketing efforts. Responsible for implementation, creative, and maintenance of digital strategies and web presence.

RESPONSIBILITIES:

1. Devise and implement **digital strategies** that utilize the most current web and mobile technologies to reach emerging and developing markets.
2. Develop, design, and manage **digital** communication materials, including but not limited to emails, digital ads, landing pages/microsites, and website.
3. Develop and manage **digital ad** campaigns, including search engine marketing.
4. Develop, manage, and maintain Milligan's **web** presence and brand.
5. Monitor and troubleshoot issues that arise with the performance of the **website**.
6. Track, analyze, and report on digital communication **metrics**.
7. Serve as **project manager** on assigned projects to meet quality, deadlines, and project goals.
8. Edit and **proofread** projects for proper messaging, accuracy, graphic presentation, and consistency with Milligan's branding and identity standards.
9. Fulfill other necessary responsibilities as assigned.

REQUIRED EXPERIENCE / SKILLS:

- Bachelor's degree in related field
- 2-3 years graphic and web design experience
- Advanced photography and video skills preferred
- Creativity and knowledge of graphic, video, and digital production principles and processes
- Proficiency in HTML, CSS, JavaScript, PHP, WordPress, Photoshop, Illustrator, InDesign, and Premiere
- Desire and commitment to learn and apply new technologies
- Knowledge and experience with social media as a public relations and marketing channel
- Ability to work within an established graphic style, adapting it to client's needs
- Demonstrated excellence in verbal and written communications to include correct grammar usage, syntax, editing, proofreading, and formatting
- Excellent organization skills and ability to initiate and implement multiple projects, working under and meeting tight deadlines
- Openness to direction and collaboration but a self-starter and independent worker, with a commitment to get the job done
- Excellent interpersonal skills, customer service orientation, and a collaborative team-oriented positive attitude.
- Ability to solve problems and handle crises effectively
- Understand and support Milligan's mission of Christian higher education

TO APPLY: Send the following to marketing@milligan.edu. No phone calls.

- Letter of interest and qualifications for the position
- Resume
- Portfolio showing examples of both electronic and print work
- Names, addresses, emails, and phone numbers of (3) professional references

The position will remain open until filled. All inquiries and materials will be treated as confidential. Finalists will be required to submit official transcripts and are subject to credit and criminal background checks.
