



Position: Digital Marketing Associate

Department: Office of University Marketing

Position Summary: This position will serve as a vital member of the university marketing and creative services team. The Digital Marketing Associate leads the institution in creative digital ideating and is principally responsible for front-end development that includes designing, developing, testing, deploying, and monitoring the University's main .edu site, as well as other custom web-based platforms. The role requires a sharp mind for prioritizing end-user preferences with a keen eye for design and content that ensures the alignment of web design, user experience requirements, optimization of web pages, maintaining brand consistency and accessibility. The position blends design and development skills in delivering and maintaining a best-in-class higher education website. The role requires loving to collaborate with other high performers to achieve positive results.

RESPONSIBILITIES

- Collaborate with the Director of University Marketing and various internal clients to execute digital marketing projects.
- Provides general website maintenance, including content updates, adding new template pages and removing items that are out of date or no longer valid.
- Conducts general testing to ensure images appear properly, correct content is displayed, and pages load quickly.
- Identify and monitor key performance indicators and dashboards for ongoing website optimization and effectiveness, ensuring that methods are grounded in best practices using search engine optimization, Google Analytics, Google Tag Manager, Urchin Tracking Module and WebTrends.
- Conduct A/B testing and oversee an efficient test and correct approach when troubleshooting issues
- Serve as the primary marketing web governance liaison for the University while facilitating a federated web governance model.
- Create responsive webpage and email designs by combining graphic elements, typography, and grid-based layouts with a mobile-first approach, yet responsive on all viewports.
- Preside over the user experience design. Knowledge of wireframes and style-guides. Advising on user experience (UX) principles and data gathered from implementing usability tests.



- Collaborate with marketing team members such as content writers and graphic designers to produce webpages and emails in support of completing projects on-time.
- Serve as part of a team and take direction well, as well as being a strong independent contributor to a team.
- Self-motivated to develop new skills and have a driving desire to follow the latest technology, web usability concepts, and design trends.
- Provide expertise and develop web applications using programming languages such as HTML, CSS, JavaScript, JQuery and API's.
- Design, implement and manage websites using WordPress
- Clearly articulate your choices and understanding of the project when presenting your work to colleagues. Take direction and criticism well and work in a collaborative environment yet take the initiative when working on your own projects.

QUALIFICATIONS

- Bachelor's degree in graphic/web design, computer science or a related field; or minimum of 4 years of experience as a web developer.
- 2–3 years of experience in marketing operations with search engine optimization and web developer subject matter expertise.
- Confident in slicing up complex design files to create responsive interface files.
- Strong understanding of user interface/user experience, cross-browser compatibility, general web functions and standards.
- Previous experience in higher education and can comfortably interface with students, staff, faculty and administration.
- Understanding of responsive website design and development and how it affects the user interface and user experience.
- Experience with modern UX/UI design tools such as Adobe XD, Figma, Balsamiq, FluidUI or similar applications.
- Familiar and understanding of CSS pre-processors (SASS/LESS).
- Familiar and hands-on experience with PHP/WordPress.
- Exemplary technical skills and proven mastery of JavaScript, JQuery, HTML, HTML5, CSS, CSS3, web programming skills, e-commerce, cross-browser compatibility, web user interface design (UI), security principles, object-oriented design, web services, multimedia content development, and APIs.



- Willingness to acquire additional technical skillsets to meet the needs of new and expanding strategic initiatives. Exhibit a never-ending desire to learn how things work.
- Supports North Greenville University's mission, core values, and commitment to a Christian lifestyle and character in keeping with biblical models.
- Active in a biblically faithful, evangelical church.
- Awareness of and appreciation for the work of the Southern Baptist Convention and Baptist state conventions.

PHYSICAL REQUIREMENTS

- Visual Abilities: Read reports, create documents, and use a computer system.
- Hearing: Hear well enough to communicate with co-workers, vendors, and students.
- Dexterity, Grasping, Feeling, Write, type, and use the telephone, copier, and computer systems.
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus.
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- Cognitive/Emotional: Ability to think critically and concentrate. Must be able to respond quickly to changes in conditions

WORKING RELATIONSHIPS

This position is a full-time exempt position. The Digital Marketing Associate is expected to collaborate with the institution's marketing, admission, alumni, and advancement engagement teams closely. The Digital Marketing Associate reports to the Director of University Marketing. The nature of responsibilities makes it necessary to work in-person and on location with other team members.



WORK SCHEDULE

The Office of University Marketing and Creative Services is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12:00 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays, Sundays, and evenings will be required.

TRAVEL

Some travel will be required.

This job description in no way states or implies that these are the only duties to be performed by the employee. Employee will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor.