



## Auburn

*Trouble the waters. Heal the world.*

### Job Description

<b>Job Title:</b>	Director, Digital Engagement
<b>Department:</b>	Communications, as part of the Growth Team
<b>Reports To:</b>	Vice President, Communications
<b>Status:</b>	Full-Time, Exempt, Salaried
<b>Start Date:</b>	October 15, 2017

*Auburn is a multifaith leadership development and research center working with secular and faith-rooted justice leaders on a national scale, as well as at the grassroots level, who exhibit the drive and potential to awaken the spirit of possibility within each of us to catalyze change and face the challenges of our fragmented, complex time.*

*Using innovative, research-based methodologies, Auburn equips bold and resilient leaders to frame the critical conversations of the day, and to mobilize the public to work across divides to create the world for which humanity longs. We provide them with education, research, support, and media savvy, so that they can bridge religious divides, build community, pursue justice, and heal the world. Learn more at [AuburnSeminary.org](http://AuburnSeminary.org).*

### **SUMMARY**

The Director of Digital Engagement will co-design, lead, and implement Auburn's digital communications strategy to drive stakeholder and client engagement and acquisition. The leader will leverage his/her expertise to support and expand digital promotional campaigns to amplify Auburn's role in the multifaith movement for justice.

The candidate must possess a strong understanding of how to tell a story using words, images, video, and/or audio, and an understanding of how to create content that draws and retains an audience. The candidate should be proactive and strategic about finding and telling stories across digital channels, while identifying game-changing platforms and methods for distributing and amplifying our message.

This position supports all online marketing activities, including drafting, producing, and implementing targeted email, social media, and digital advertising campaigns, as well as website management to drive online engagement and traffic to Auburn's digital channels.

Reporting to the Vice President of Communications, the role is responsible for all aspects of online content production, distribution, and analysis. And, as a liaison between the Communications team and colleagues across the institution, the role requires exceptional project management skills, as well as strong written and interpersonal communications skills.

### **KEY RESPONSIBILITIES:**

- Create new and innovative brand communication campaigns and initiatives through a digital lens based on historical information, current trends, and experiences to evolve our digital footprint.
- Work in close collaboration with colleagues in Communications, Programs, Fundraising, and IT to develop engagement pathways, audience segmentation, and key messages to support network development strategies.

- Develop project timelines, assets, copy, and data deliverables to ensure successful implementation of campaigns against deadlines and objectives.
- Oversee email list growth and management with meticulous attention to detail.
- Collaborate to produce graphics and creative assets aligned with brand and graphic identity.
- Develop and curate engaging content for website, email, and social media, including copywriting/editing, gathering of images and links, and routing materials for internal review and approvals.
- Build up social media planning and delivery capabilities with the necessary tools and partnerships.
- Work with IT to ensure integration of Salesforce with other digital platforms.
- Develop and optimize digital advertising campaigns on Google AdWords and Facebook.
- Create cross-promotional opportunities through content analysis, and deploying responsive content assets and re-targeting programs for higher conversion rates.
- Support the Director of Digital Strategy in executing integrated digital communications and content strategy between the institution and movement leadership.

### **QUALIFICATIONS & REQUIREMENTS**

- B.A. or M.A in Marketing, Communications, or related field
- 5-7 years digital marketing experience in nonprofit, membership organization, or agency environments
- Strong production and editorial skills, extremely organized, detail-oriented, and able to work in a fast-paced environment with converging deadlines
- Excellent project management skills
- Strong interpersonal and communication skills with ability and desire to communicate clearly about digital initiatives with non-technical staff
- Technical skills: expertise and knowledge of email service providers (Salesforce Marketing Cloud a plus), content management systems, and major social media platforms (Facebook, Twitter, LinkedIn, Instagram)
- Solid understanding of web metrics, digital analytics, and ability to generate, analyze and interpret data
- Genuine interest in faith and justice; intellectual curiosity to keep in pace with the latest technological innovations and new / emerging digital trends.

### **PREFERRED EXPERIENCE**

- Wordpress
- Attentive.ly
- Short-form video editing tools
- Canva, Photoshop, or other design tools

### **TO APPLY:**

Please send your resume and thoughtful cover letter to the attention of Aimee Thunberg, Auburn's Vice President of Communications, at [work@auburnseminary.org](mailto:work@auburnseminary.org). Please use the job title as the subject line of your email, and use the PDF format for all application materials. No phone calls, please.

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Auburn Theological Seminary will provide reasonable accommodation consistent with the law to otherwise qualified staff members and applicants with a disability and to staff members and applicants with needs related to their religious observance or practices. What constitutes a reasonable accommodation depends on the circumstances and thus will be addressed by Auburn Theological Seminary on a case-by-case basis.