

**Job Title:** Digital Marketing Manager  
**Reports To:** Integrated Marketing Director  
**Status:** Full-Time, Exempt, Salaried

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Auburn Seminary is a 200-year-old organization ready to take on the moral fights that will shape the next 200 years -- especially the 2020 election. Which is why we are actively working on not only a rebrand but a reimagining of how we show up in the world to take action. We believe that faith should be a catalyst and resource for a new world built on justice.

Auburn Seminary's core value and mission is that we all belong. The fundamental understanding that everyone's humanity is interconnected, and should be respected, regardless of who they are.

At Auburn, you will imagine new ways to connect people to resources and each other. As we live into a new vision for what equity and justice really mean, you will shape that vision both internally and externally through marketing and creative vision.

Learn more at [www.AuburnSeminary.org](http://www.AuburnSeminary.org)

### **THE POSITION**

The Digital Marketing Manager will tell stories that show what the multifaith movement for justice looks like. They will co-design, lead, and implement Auburn's digital marketing strategy to reach, and support, more people.

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.

They are responsible for supporting the strategy, execution, and management of digital marketing for the organization. This role reports to the Integrated Marketing Director.

The role requires exceptional time management skills, as well as strong written and interpersonal communications skills.

### **KEY RESPONSIBILITIES:**

- Develop and execute digital marketing plans to increase brand awareness and lead generation
- Measure and optimize all digital marketing channels including web, email, paid media, organic search, and social
- Manage our websites and analytics tools with an eye to driving conversion, monitoring and continually improving our SEO strategy
- Produce engaging content for the website, email, and social media, including copywriting, proof-reading, and copy-editing.
- Produce ongoing metrics and reports on campaigns, website, ads, and paid social to track conversions from leads to revenue (ROI)
- Provide insights and feedback on current campaign metrics to drive best practices and improve results
- Work collaboratively with multiple stakeholders in a team-oriented environment
- Use organizational and analytical skills to support the results-oriented data-driven marketing team

## **QUALIFICATIONS**

- 2+ years of experience in digital marketing
- Experience building digital marketing campaigns, with clear KPIs and measurement plans
- Strong production and editorial skills
- Strong interpersonal and communication skills with ability and desire to communicate clearly about digital initiatives with non-technical staff across all levels of seniority
- 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 Qualifications:**

- Experience with Photoshop and Illustrator
- Experience in Social Justice Movements
- Fluency in a language other than English
- Experience working with progressive faith communities
- Experience in video or photography production
- Journalism experience or training

## **APPLICATION PROCESS**

To apply visit <https://auburnseminary.org/careers>

Auburn Theological Seminary is an Equal Opportunity Employer and is committed to complying with all federal, state and local equal employment opportunity ("EEO") laws. Auburn Theological Seminary prohibits discrimination against staff members and applicants for employment because of the individual's race, creed, alienage, citizenship, color, sex (including pregnancy), religion, national origin, age, sexual orientation, disability, gender identity or expression, marital status, partnership status, genetic information or predisposing genetic characteristics, military status, domestic violence victim status, prior arrest or conviction record, or any other characteristic protected by law. This Policy applies to all Auburn Theological Seminary activities, including, but not limited to, recruitment, hiring, compensation, assignment, training, promotion, performance evaluation, discipline and discharge. As detailed below, this Policy also bans discriminatory harassment.

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.