Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. In line with the charter and design principles of Arizona State University, Mary Lou Fulton Teachers College asserts the following four core values:

- Pursue excellence at scale to achieve impact
- Exercise leadership through innovation
- Champion diversity of people and ideas
- Share responsibility for the strength of communities

Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education and in scholarly research.

The working title for this position will be digital marketing analyst. The digital marketing analyst will be part of a dynamic marketing and advancement team that strengthens the college's engagement with a number of constituencies: prospective students for bachelors, masters and doctoral programs; applicants to those programs; alumni, foundations; and policymakers and influencers involved in the national conversations about education. The digital marketing analyst will coordinate the college's use of digital marketing tools such as Google Analytics, Salesforce Marketing Cloud and Social Studio to understand and report on how the college's audiences are interacting with the college's digital communications channels, including the college website, admissions and alumni emails, and college social media channels. The digital marketing analyst will be a key member of an integrated marketing and advancement team that is committed both to the college's mission and to continuous improvement as a team. This position will report to the marketing manager.

Bachelor's degree AND two (2) years of experience in procedural, management or systems analysis work; OR, Six (6) years of experience in procedural, management, or systems analysis work; OR, Any equivalent combination of experience, training and/ or education from which comparable knowledge, skills and abilities have been achieved.
**Desired Qualifications**

- Experience in data-driven marketing and marketing analytics
- Demonstrated knowledge in Google Analytics Individual Qualification and first-hand experience with GA campaign tracking strongly preferred
- Demonstrated working knowledge of the Salesforce Marketing Cloud and other digital marketing tools
- Demonstrated working knowledge of marketing concepts such as lead generation, call-to-action, conversion, confidence intervals
- Experience in manipulating large CRM datasets to support planned analyses, using SQL and similar tools
- Demonstrated working knowledge of HTML
- Demonstrated working knowledge of Drupal and/or ability to learn new content management systems
- Experience in communicating findings and recommendations to non-analytic audiences
- Experience in mediating between the frames of reference of non-technical and technical staff
- Experience in discretion and confidentiality when handling or exposed to sensitive information
- Experience in customer service orientation with a bias toward action and problem solving
- Experience in finding solutions to unanticipated challenges
- Experience in working in a fast-paced work environment and to multitask effectively
- Demonstrated knowledge with innovation technologies used in digital communications and analysis

**Working Environment**

Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse; required to stand for varying lengths of time and walk moderate distances to perform work. Occasional bending, reaching, lifting, pushing and pulling up to 25 pounds. Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts. Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.

**Essential Duties**

- Proactively collaborates with marketing leadership to perform deep-dive analyses into customer segments and identify market opportunities
- Supports the implementation and reporting of digital analytics through the use of industry standard tools such as Google Analytics Premium and the Salesforce Marketing Cloud
- Develops and executes reports on web traffic, email performance (e.g., A/B test results), paid banner and pay-per-click advertising
- Produces various web, email and social media analyses. This includes preparing technical, content and competitive digital analytics audits; monitoring, tracking and reporting on web and campaign performance analytics; and making recommendations for opportunities for improved performance.
- Collaborates with marketing and alumni relations teams to develop and maintain meaningful segmentation strategies and create
business processes necessary to execute those strategies (e.g. data entry and integrity rules for alumni entries, prospective student entries and others)

- Develops, executes and reports on surveys (e.g., alumni survey, prospective student surveys, student surveys) to key college constituent groups
- Serves as internal point person, required to communicate marketing and business needs to technical experts and to communicate technical capabilities and limitations to business-need owners.
- Other duties to support the marketing team, as assigned

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<th>Department Statement</th>
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<td>As one of America's largest producers of teachers and as a leader in cultivating transformative school leaders in the nation's PreK - 12 schools, ASU's Mary Lou Fulton Teachers College (MLFTC) prepares 1,500+ teachers annually through its multiple preparation programs which include undergraduate and graduate degree programs offered through traditional and non-traditional pathways.</td>
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<td>Mary Lou Fulton Teachers College continues to rise in the rankings of the nation's top education graduate programs, climbing to No. 17 and tying with University of California-Berkeley and the University of Kansas according to the 2015 U. S. News &amp; World Reports Best Graduate Schools rankings, released March 10, 2015.</td>
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<td>Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.</td>
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<td>ASU is a tobacco-free university. For details visit <a href="http://www.asu.edu/tobaccofree">www.asu.edu/tobaccofree</a></td>
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<td>AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.</td>
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<td>Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.</td>
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<th>Employment Verification</th>
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<td>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</td>
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<td>ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent up successful passing of the background check.</td>
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### Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Resumes should clearly illustrate how prior knowledge and experience meet the minimum and desired qualifications stated in this requisition.

Only electronic applications are accepted.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

### Instructions for ASU Online Employment Applications

- Go to the ASU Human Resources site: [https://cfo.asu.edu/hr-applicant](https://cfo.asu.edu/hr-applicant) and scroll down to apply for an ASU job now.
- For staff positions click on **Internal Applicants** (for existing ASU employees) or **External Applicants** (you must create an ASU account or enter existing account information).
- From the ASU Welcome page which is the new Talent Gateway (gives applicants several online options for the recruiting process), click on **Search Openings** to locate positions of interest.
- From the Search Openings page, customize your search or simply click the **Search** button to view all ASU staff job openings.
- From the Search Results page, scroll to positions of interest and click on the red Requisition ID **19767BR** at the left to apply.
- From the Job Details page, review the posted job description and click the **Apply To Job** button to begin the online application process.

Then, answer the questions to complete the ASU Kenexa online employment application (**Note**: you will be asked to submit your cover letter, resume and three personal references as part of the application process).