**Digital Marketing Manager**

*(Job Number: 47671)*

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<thead>
<tr>
<th>Campus/Location</th>
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<tbody>
<tr>
<td>Department Name</td>
<td>Mary Lou Fulton Teachers College</td>
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<tr>
<td>Grant Funding</td>
<td>This is not a grant funded position and is not contingent on future grant funding.</td>
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<td>Close Date</td>
<td>January 25, 2019</td>
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<td><strong>Job Description</strong></td>
<td>The digital marketing manager at ASU’s Mary Lou Fulton Teachers College will be part of a dynamic marketing and advancement team that strengthens the college’s engagement with a number of constituencies: prospective students for bachelor’s, master’s and doctoral programs; applicants to those programs; alumni; foundations; and policymakers and influencers involved in the national conversations about education. This position will be responsible for developing and implementing digital strategies to support the marketing objectives of the college. It will oversee the college’s use of analytics systems in order to understand and report on how various audiences are interacting with digital communications channels. The ideal candidate will be confident in participating in strategic conversations about digital marketing with internal and external teams and will act as an authority on industry best practices. Key partners within the college will include other members of the marketing and advancement team, especially the marketing director and the communications director. Additionally, the digital marketing manager will collaborate closely with web developers, writers and designers. The digital marketing manager will also work with colleagues in university-wide units such as the enterprise marketing hub and enrollment services. The ability to operate successfully and with poise in a complex, matrixed organization is essential. This position will be located at ASU’s West campus and will report to the MLFTC Marketing Director.</td>
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| **Essential Duties** | Provides front-end channel oversight of education.asu.edu to ensure a best-in-class user experience for all audiences  
|                     | Coordinates and executes paid advertising campaigns, including the creation and deployment of PPC, social media and retargeting ads  
|                     | Manages the college’s implementation of digital marketing systems such as Google Analytics Premium and Salesforce Marketing Cloud  
|                     | Develops, executes and analyzes performance reports for education.asu.edu, paid media, emails, and social media channels  
|                     | Design A/B testing options for digital campaigns  
|                     | Serves as a liaison between the college marketing team, other units within ASU and third-party digital media agencies  
|                     | Other duties to support the marketing team, as assigned |

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**Minimum Qualifications**  
Bachelors Degree in Marketing, Business, Computer Science or related field and five (5) years of related experience in marketing, communications or business including experience with rich media publishing tools, database management, website content management and use of interactive business models, Web technologies and social media businesses; OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved.

**Desired Qualifications**  
- Experience with using Google Analytics  
- Experience with CRM and marketing automation applications  
- Demonstrated working knowledge of content management systems; Drupal a plus  
- Demonstrated working knowledge of tag management tools  
- Demonstrated knowledge of SEO best practices  
- Experience in project management skills, particularly in scoping and capturing requirements for web projects  
- Experience in client-facing communication skills; can present findings and recommendations to non-technical audiences  
- Experience in customer service orientation with a bias toward action and problem solving  
- Experience in independently managing multiple projects simultaneously

**Working Environment**  
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse.  
- Frequently required to stand for varying lengths of time and walk moderate distances to perform work  
- Frequent 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  
- Frequent use of a calculator, telephone, computer (monitor, keyboard and mouse), printer, fax and copier  
- This position receives regular managerial review of objectives

**Department Statement**  
Arizona State University’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares over 5,000 educators annually.

MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the quality of teaching and learning and the performance of education systems.

MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement.

MLFTC takes action by bringing people and ideas together to increase the innovation capabilities of individual educators, schools and organizations, districts and communities.
### ASU Statement

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.

ASU is a tobacco-free university. For details visit [www.asu.edu/tobaccofree](http://www.asu.edu/tobaccofree)

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

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.

### Instructions to Apply

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

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

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

Only electronic applications are accepted for this position.

### Instruction 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 Jobs at ASU.

- Select **External Staff Job Opportunities** if you’re not currently an ASU employee (you must create an account or enter existing account information).
- Select **Internal Staff Job Opportunities** if you’re a current ASU employee.
- Enter **Requisition ID 47671BR** in the Search box.
- Click the red job title to view the entire job description.
- To apply, select the check box to the left of the job title and click on **Apply to job(s)** at the bottom of the screen.
- Click **Let’s get started** to begin the application process.