

Moore College of Art and Design Job Posting

Status: Exempt

Position: Senior Director of Digital Marketing

Reports To: Vice President of Marketing and Communications

About Moore: Moore College of Art & Design is a historically all-women's undergraduate college that has evolved to admit nonbinary and trans undergraduates, as well as co-educational continuing education and graduate students. Founded during the original industrial revolution to advance women in new fields, under principles of inclusivity and opportunity, our mission is more relevant than ever, as technology, sustainability, and diverse cultures drive and influence new and existing industries. We strive to create a community of employees and faculty that mirrors our student body and offers a range of academic perspectives in their fields. We welcome candidates who value diversity and support the inclusive culture we seek to nurture at Moore. The world needs Moore. For more information, visit moore.edu and follow us on social media @moorecollegeart.

Benefits: Moore College of Art & Design offers a time off package consisting of 41 days paid throughout the year for holidays, winter break, vacation and personal days. In addition, we provide 2 weeks of sick time and offer a great benefit package including health, dental, and a 403b plan with an immediate match and 100% vesting.

Purpose: Reporting to the Vice President of Marketing and Communications, the Senior Director of Digital Marketing will play a crucial role in driving Moore's digital marketing strategies and initiatives, with a specific focus on overseeing paid search and paid social initiatives, as well as organic site optimization strategies. This position will leverage cutting-edge technologies and innovative approaches to ensure we are engaging with and recruiting the best mission-fit prospective while utilizing a data-centric approach to track and optimize campaign results.

Qualifications:

- Bachelor's degree in marketing, digital marketing, business administration, or a related field. Advanced degree preferred.
- Proven track record of success in a senior-level digital marketing role, preferably within the higher education industry, with a focus on overseeing paid search and paid social initiatives.
- Working knowledge of appropriate digital marketing tools, including Google Analytics, Google Ads, Bing Ads; keyword research tools like Google Keyword Planner, SEMrush, Moz Keyword Explorer, or Ahrefs; ad management platforms like Marin Software, Kenshoo, or Search Ads 360; ad extensions tools such as Optmyzr or Adalysis; landing page optimization tools including Unbounce, Instapage, or Optimizely; competitive analysis tools like SpyFu or SEMrush; performance analytics tools such as Data Studio; automated bidding and optimization tools including Google's Smart Bidding.
- Strong analytical skills: Ability to analyze data, interpret results, and make data-driven decisions to optimize digital marketing campaigns.
- Technical proficiency: Familiarity with marketing automation platforms, CRM systems, and other digital marketing tools to effectively execute campaigns and leverage data for personalization.
- Strategic mindset: Ability to think strategically and develop long-term digital marketing strategies aligned with institutional goals and target audience needs.
- Strong project management skills: Demonstrated ability to manage multiple projects simultaneously, set priorities, meet deadlines, and deliver results in a fast-paced environment.
- Excellent communication skills: Strong verbal and written communication skills to effectively collaborate with cross-functional teams, stakeholders, and external vendors.
- Knowledge of higher education landscape: Understanding of the unique challenges and opportunities in the higher education sector, including trends, regulations, and best practices.
- Creative thinking: Ability to think creatively and develop innovative digital marketing strategies to engage target audiences and differentiate the institution from competitors.

- Strong problem-solving skills: Aptitude for identifying challenges, proposing solutions, and adapting strategies based on market dynamics and campaign performance.
- Budget management: Experience in managing digital marketing budgets effectively, optimizing spend to achieve maximum return on investment.
- Adaptability and agility: Ability to adapt to changing industry trends, technologies, and best practices, and quickly learn and implement new tools and strategies.
- Commitment to diversity and inclusion: Understanding and commitment to promoting diversity and inclusion in all marketing efforts, ensuring representation and accessibility in digital campaigns.

Responsibilities:

1. Develop and execute comprehensive digital marketing strategies, with a specific emphasis on paid search and paid social initiatives, to drive student enrollment, enhance brand visibility, and align with the institution's overall marketing and enrollment objectives.
2. Oversee the planning and execution of paid search campaigns, including keyword research, ad creation, bid management, and optimization, utilizing data-driven insights to maximize campaign performance.
3. Manage paid social media advertising campaigns across platforms such as Facebook, Twitter, LinkedIn, and Instagram, utilizing advanced targeting and tracking methods to optimize campaign results.
4. Utilize analytics tools to measure, track, and report on the performance of paid search and paid social initiatives, providing data-centric insights and recommendations to optimize campaigns and achieve marketing goals.
5. Collaborate with the VP of Marketing and other key stakeholders to develop and implement effective lead generation and lead nurturing strategies using marketing automation and CRM systems, leveraging campaign data for personalized and impactful marketing efforts. Collaborate with marketing colleagues to foster a collaborative and results-driven culture.
6. Stay on top of emerging digital marketing trends, technologies, and best practices, ensuring our institution remains at the forefront of paid search and paid social innovation.
7. Drive website optimization initiatives, working closely with the analytics and web development team to enhance landing pages, user experience, and conversion rates, based on data-driven insights. Manage appropriate website copy updates utilizing a third-party CMS.
8. Oversee the management of social media and paid search advertising budgets, monitor performance, and collaborate with the creative team to develop compelling ad creatives that resonate with target audiences, while continuously tracking and optimizing results.
9. Collaborate with content creators, designers, and videographers to develop engaging and impactful digital marketing assets for paid search and paid social campaigns, utilizing data-driven insights to inform content strategies.
10. Work closely with academic departments, admissions, and other internal stakeholders to align digital marketing efforts with institutional goals and objectives.
11. Monitor and analyze market trends, competitor activities, and industry benchmarks to identify opportunities and inform paid search and paid social strategies, while using data to guide decision-making.
12. Manage relationships with external digital marketing vendors, agencies, and consultants, ensuring effective collaboration and maximizing the value of partnerships.

To apply: send cover letter **with salary requirements** and resume to: Moore College of Art and Design; Attn: Director of Human Resources; email: hr@moore.edu.

The College adheres to the principle of equal educational and employment opportunity without discrimination on the basis of race, color, religion, age, national or ethnic origin, sexual orientation, gender identity or expression, handicap or disability, military or veteran status, genetic information, or any other characteristic protected under applicable federal, state or local law in the administration of its educational policies, scholarship and loan programs, and other College-administered programs and employment practices. Retaliation is also prohibited. *To read our full compliance statement please visit:* <https://moore.edu/non-discrimination-policy/>