



MERCYHURST

UNIVERSITY

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Erie, PA 16546

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Digital Campaigns Coordinator

Location: Erie
Department: Marketing
Reports to: Director of Marketing and Brand Management
Full Time
Classification: Staff
Open Until Filled

SUMMARY:

The Digital Campaigns Coordinator is responsible for managing the university's digital and online advertising initiatives, including social media advertising and email marketing, as well as organic social media posts for university platforms. This position monitors analytics, audience trending, and SEO; manages Google AdWords and retargeting efforts; and plans, creates, and optimizes email marketing campaigns. This position also oversees organic content creation for the university's social media platforms in collaboration with Marketing colleagues.

The ideal candidate will have bachelor's degree in marketing, new media, web development, or related fields and three to five years of experience with analytics and social media.

Demonstrated knowledge of data analytics, UTM codes, basic HTML, photo/video editing are recommended.

DUTIES AND RESPONSIBILITIES:

- Plans, launches, and manages digital ad campaigns, including social media, retargeting, geofencing, etc.
- Builds, schedules, and monitors undergraduate and graduate recruitment email drip campaigns using email best practices and design.
- Manages Google Analytics and appropriate tracking mechanisms to monitor performance of email and digital ad campaigns.
- Oversees scheduling of organic social media posts across university platforms, and works with Marketing colleagues to develop content for social media and integrated marketing campaigns.
- Monitors engagement across university social media platforms and offers recommendations on increasing reach.
- Continuously review and optimize content to improve online effectiveness in search of rankings and traffic volume. Assists internal audiences, including colleagues and students, with social media and digital advertising best practices.

- Oversees university's SEO efforts, metatags, and meta descriptions.
- Provides accurate results and reporting under tight deadlines

EDUCATION AND EXPERIENCE:

Minimum Qualifications -Bachelor's degree from an accredited college or university and three years of work experience with analytics or social media required. Excellent written, oral, and interpersonal skills. Strong computer skills required, including experience with customer relations management systems, HTML, and social media management software. Ability to work with a variety of audiences.

Scheduling - While the position is primarily first shift, occasional evening and weekend hours and regional travel are required.

KNOWLEDGE, SKILLS AND ABILITIES:

Self starter - Basic computational skills. Ability to interpret and verify a variety of instructions furnished in written, oral, diagram, or schedule form. Knowledge of Google Analytics, Google AdWords, customer relations management systems, and basic HTML are necessary. Experience with all Microsoft Office products and video editing software and photo editing software is strongly recommended.

Computer Skills – Knowledge of Microsoft Word and Outlook is a necessity. Experience with all Microsoft Office products, project management software, email marketing programs, and Technolutions Slate a plus.

WORKING CONDITIONS:

Physical Demands - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds.

Work Environment – The work is both collaborative and independent. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

APPLICATION PROCESS:

Review of applications will begin immediately and continue until the position is filled. Send cover letter, resume and 3 work-related references to:

Human Resources
Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu

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Candidates must be currently eligible to work in the United States.