

Job Title:**Digital Marketing Coordinator, University****Job Description:**

The Digital Marketing Coordinator is responsible for overseeing and coordinating the CHSU websites, social media, and other digital marketing strategies and campaigns within CHSU to advance our mission. Proficiency in marketing, online platforms, graphics, social media, and maintaining website content is a must.

Reports to:

Vice President of Marketing & Communications, Marketing and Communications

Classification:

Staff, Full Time, Non-Exempt

Essential Duties:

- Create, execute, and measure digital marketing campaigns online.
- Provide photography and videography services for marketing campaigns and social media.
- Copywriting and content creation to support digital marketing campaigns.
- Develop and manage visual assets for digital campaigns.
- Administer CHSU websites, publish content, maintain accurate and ADA compliant website content for branding and marketing University and Colleges.
- Create and effectively manage search engine optimization, organic search campaigns, and pay-per-click advertising.
- Promote CHSU through Digital PR and increasing online presence through high-quality backlink generation, press releases, guest posting, and other initiatives that elevate status and brand exposure online.
- Develop and coordinate multimedia packages.
- Implement and analyze email marketing, public relations, and news campaigns.
- Monitor and Optimize Marketing Campaigns using data analytics and other tools.
- Communicate digital marketing results to department leadership.
- Manage CHSU's social media accounts, which includes creating new content, writing posts, responding to messages and comments, reviewing analytics, and staying current on social media trends.
- Assist in special events and logistics, as needed, including gala, graduation, white coat ceremony, etc.
- Oversee orders, inventory, and products for the CHSU internal and external online stores and promo items.
- Oversee creation and execution of projects, surveys, and forms, as needed.
- Other projects as assigned.

**Qualifications/
Education:****Education:**

- Bachelor's degree in Business Marketing, Communications, or related field

Skills & Experience:

- Minimum two to four years of digital marketing, social media, website management, and/or experience.
- Deep understanding of digital marketing and digital production.
- Proven experience delivering effective and innovative digital campaigns.
- Proven experience delivering a variety of digital assets, including rich media online ads, micro sites, and social media applications.

- Experience managing successful social media campaigns, and a solid understanding of social marketing.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business.
- Strong management skills, excellent oral and written communication skills.
- Superior organizational skills and detail orientation
- Ability to multi-task and meet deadlines
- Excellent oral and written communication skills.
- Proficiency in Microsoft Office
- Outgoing, customer-friendly, confident, self-starter
- Proficient with Adobe Creative Suite, Canva, Photoshop, Illustrator, InDesign, WordPress, HTML, HTML 5, CSS.

Compensation:

CHSU offers a competitive benefits and compensation package. Salary range for this position is \$47,000 - \$65,000, however, salary is commensurate with experience.

Application Instructions

Interested candidates are to electronically submit a letter of interest, a detailed resume and the names, titles, and contact information of at least (3) professional references. Please send a completed package electronically to careers@chsu.edu and type **Digital Marketing Coordinator** in the subject field of the email.

CHSU is an Equal Employment Opportunity (EEO) employer. CHSU complies with the Employment Eligibility Form (i-9) requirements.