



POSITION POSTING

April 29, 2021

POSITION TITLE:
DIVISION:

Digital Content Production Manager
Enrollment Management

OCCUPATIONAL SUMMARY

Reporting to the Director of Marketing & Communications, the Digital Content Production Manager is responsible for the strategic design, production, and management of a range of on-line & off-line communication strategies targeting our university market. This multimedia storyteller will engage with our market to promote the value of education and Martin University's role as the best option for online and face-to-face education throughout the United States. It will be achieved through a combination of corporate communications, public relations, press and e-marketing communication strategies.

This position does not supervise others.

Primary Job Functions

1. Develop strategic communications planning for promotion and dissemination of corporate and marketing content across print, video, large format, e-mail marketing, logo use, program guides, brochures, giveaways, and social media.
2. Develop corporate promotions and communications liaising with other university departments and the Communications Management Team.
3. Create, adapt, improve, and optimize web communication for SEO and organic and keyword search traffic.
4. Develop and maintain social media profiles and quality content on Twitter, Facebook, Instagram, and LinkedIn.
5. Develop and recommend other, relevant social media outlets to support and expand our digital presence.
6. Recruitment and maintenance of media partnerships and contacts.
7. Assist in the preparation and drafting of various electronic communications (social media, blogs, etc.) including at times high-level public speeches for the President's office.

E-Marketing and Inbound Marketing Management

1. Assist with E-mail campaign design, development, and delivery by coordinating university departments.
2. Manage inbound marketing system, including campaign development and data analysis in Hubspot and Wix.com
3. Develop compelling custom content.

Print and Social Media

1. Optimize and integrate print, social media, web, advertising, and blog campaigns to generate interaction, brand exposure to meet new various university goals.
2. Assist in identifying appropriate, advertising, print, and social media channels for targeted campaigns.
3. Version content to ensure easy sharing with various online and off-line networks.
4. Establish an effective presence in education-trade magazines and social media sites.
5. Manage the "facilitation" of key social media campaigns and initiatives.
6. Use industry standard print, web, and image manipulation software to create and design compelling promotional pieces, products, and displays to promote the university.

Video Production

1. Assist in the creation of quality photography and video content.
2. Experience with livestream event production, ability to be the solo production person.
3. Camera operating skills.
4. Keeps current with media technology, changes in streaming platforms including YouTube, Facebook, and Vimeo.
5. Able to troubleshoot and quickly resolve technical issues with limited outside support.
6. Experience with video pre-production, production, and post-production process including video/audio editing software.



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MINIMUM QUALIFICATIONS

1. Bachelor's degree in Marketing, Journalism, or Communications required.
2. Minimum of 3-5 years of experience in digital marketing with a focus in content development, reporting, and Search Engine Marketing (SEM).
3. Strong working knowledge of HTML, Wix, Email Campaign systems, Facebook, Twitter, YouTube, and Instagram.
4. Hands on experience with inbound marketing systems (Hubspot CRM), and familiarity with marketing automation practices.
5. Expert knowledge in the latest in digital and social media technology and channels and how to best leverage for marketing programs as part of an overall social strategy.
6. Excellent knowledge of English (both speaking and writing).
7. Proficient in MS Office Suite, Mac environment.
8. Copywriting and copyediting.
9. Excellent project and deadline management skills.
10. Serves on administrative committees as assigned.
11. Perform other duties as required.

APPLICATION PROCESS

This position is full-time. Location-based in Indianapolis, Indiana

Interested persons may apply by submitting a resume and contact information to:

Martin University
Office of Human Resources
2186 N Sherman Drive
Indianapolis, IN 46218
Email: hresources@martin.edu
Facsimile: (317) 917-3393

This position is open until filled.