

# NOTICE OF VACANCY

## POSITION TITLE: Digital Marketing Manager

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**SALARY:** \$40,000

**REPORTS TO:** Director of Marketing & Communications

**BENEFITS:** Institutional fringe package includes pension plans, life, health, dental and vision insurance

**POSITION DETAILS:** Full-time

**HOURS:** Monday-Friday; 8:00AM to 5:00PM

**START DATE:** As soon as possible.

**SUPERVISORY DUTIES:** N/A.

**ABOUT USAO:** The University of Science and Arts of Oklahoma (USAO) is a public liberal arts college located in Chickasha, Oklahoma, about 40 minutes from Oklahoma City, and is a member of the Council of Public Liberal Arts Colleges (COPLAC). It is charged by the Oklahoma State Regents for Higher Education “to provide an outstanding general education program for the State of Oklahoma with strong offerings in the liberal arts and sciences. The experience will feature interdisciplinary team-teaching and will extend throughout the undergraduate experience.” To support this charge USAO is directed “to assemble a faculty whose interests, knowledge, and experiences transcend their specialized fields of graduate study and who are dedicated to liberal arts education.” For more information about USAO, see [www.usao.edu](http://www.usao.edu).

### POSITION SUMMARY:

The Digital Marketing Manager is responsible for the image of the University of Science & Arts of Oklahoma by utilizing creative new media, including internal and external web, social media tools, online communities, and other digital platforms to help increase visibility, interest and relationships with USAO.

### RESPONSIBILITIES:

- Serve as the primary social media manager for the university’s social media channels; developing and executing content on the university’s social platforms to advance the university.
- Engage and respond appropriately on social media channels, with goal of building positive engagement with target audience.

- Experience in editing photos, shooting, and editing videos and adapting text for social media.
- Collaborate with Communications Coordinator to ensure placement of stories with appropriate online media, including social media.
- Serves as a key partner to assist other university academic and administrative divisions in promoting a unified message digitally that properly aligns with the vision of the university and Marketing & Communications Department.
- Provide coaching, training and resources to campus-wide partners to help elevate USAO's collective social media presence.
- Recommend how social media and other digital platforms fit into media and marketing campaigns that cross multiple digital and traditional channels.
- Plan and execute social media advertising campaigns. This includes creating audiences, coordinating creative, scheduling campaigns, managing budgets, tracking results and more.
- Evaluate emerging tools, platforms and software that will serve the university's digital media needs.
- Collect, analyze, and report on the institution's social media engagement metrics.
- Assist with crisis communications.
- Oversee the Student Media Team.

#### **QUALIFICATIONS, EDUCATION & EXPERIENCE:**

- Bachelor's degree and two to five years of professional experience.
- Knowledge and experience utilizing Facebook, Twitter, YouTube, Instagram, LinkedIn and other emerging platforms.
- Familiarity with paid social promotion.
- Experience creating and editing visual content, including photos and videos.
- Familiarity with analytics dashboards.
- Effective writing and editing skills.
- Ability to work in a collaborative, fast-paced environment, and manage deadlines independently.

#### **SKILLS & ABILITIES:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Desired Skills:

- Creative and analytical thinker.
- Demonstrates willingness and enthusiasm for learning new technologies and techniques that support evolving needs.
- Ability to work independently.
- Excellent written and verbal communication.
- Strong editing, grammar and proofreading skills.

- Good multitasking and organizational ability.
- Ability to successfully communicate and interact with all campus populations including students, faculty, and staff.
- Ability to exercise judgment and maintain confidentiality on a wide spectrum of topics and issues for which discretion is required.
- Strong video production skills are a plus.

**TO APPLY:**

Complete the USAO application at (<https://usao.edu/about/personnel.html>). Upon completing the USAO application, please attach a letter of interest, detailed resume, 3 professional/academic references, and any necessary transcripts to [hr@usao.edu](mailto:hr@usao.edu).

**AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER**

This institution, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to, admissions, employment, financial aid, and educational services.