



Marshall B. KETCHUM UNIVERSITY

Digital Marketing Manager

JOB SUMMARY

The Digital Marketing Manager will work with the Director and Assistant Director of Marketing & Communications on executing the strategic digital and brand management campaigns utilizing digital advertising, marketing, social media and search engine optimization. The Digital Marketing Manager will track, analyze and report on all digital marketing efforts. The position will be responsible for optimizing content for various digital mediums. The position is responsible for managing and developing content for various digital mediums, including, but not limited to the University's websites and social media channels while ensuring that the MBKU brand, mission and vision are communicated effectively.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- This position will manage MBKU's various digital marketing platforms, including, but not limited to: ketchum.edu, ketchumhealth.org, Facebook, Instagram, LinkedIn and Twitter.
- Responsibilities include the regular upkeep of all digital mediums, including analytic review and analysis.
- Manage the digital advertising spends on behalf of the University and its clinical centers, ensuring that they are aligned with the strategic priorities of the University and its individual Colleges.
- Manage and utilize Siteimprove to ensure the University's websites are performing as expected, and are free of broken links, misspellings, etc.
- Author new content and edit existing copy for digital media platforms, ensuring that it complies with MBKU's style guide and University voice and tone.
- Serve as primary in-house Drupal trainer and liaison for MBKU's various content editors.
- Assist in the launch of redesigned websites for the University; serve on or lead all digital and web committees as appropriate.
- Review and approve all edited content for live websites.
- Assist in the development of digital marketing campaigns, including the development of compelling and on-brand emails through various platforms.
- Serve as in-house expert on existing and emerging social media trends.
- Manage all SEO activities.
- Assist in the management of the University's social media policy.
- Manage all website requests submitted to the Office of Marketing and Communications.

- In partnership with the Graphic Designer, develop engaging and visually compelling content for all digital platforms.
- Support Colleges and Departments in their budgeted digital marketing pursuits and serve as the primary liaison for the Office of Marketing & Communications.

QUALIFICATION REQUIREMENTS

- Proficient in all aspects of social media (posting, analyzing, advertising).
- Demonstrated ability to author new and engaging content for various digital channels, including, but not limited to: MBKU's websites, social media channels and other digital mediums.
- Experience in the Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office.
- Web design and layout, including graphical interface, information architecture principles, and familiarity with designing to meet accessibility standards.
- Manage projects while meeting deadlines and staying within budgets as assigned.
- Willingness to take direction from management and work collaboratively with others.
- Techniques for providing a high level of customer services by effectively dealing with internal and external clients, vendors, contractors and other contacts.
- Strong verbal and interpersonal communication skills including presentation abilities.
- Demonstrated grammatical and editing skills; AP style guide knowledge preferred.
- Demonstrated ability to work effectively with an inclusive and diverse external and internal team of colleagues, students, patients, donors and constituents.
- Proven record of success in collaborative team environments, including morale building, effective handling of team dynamics in high pressure situations, creating a supporting team and working to a high standard.
- Demonstrated ability to take initiative, maintain confidentiality and work independently.
- Willingness and ability to travel and work nights and weekends as needed.

EDUCATION AND/OR EXPERIENCE

The minimum amount of education and experience that an individual needs in order to successfully perform the essential duties of the position is:

- Required: Bachelor's degree
- 2-4 years of professional experience in digital marketing, preferably in a non-profit, university or health care setting.
- Experience with content management systems, preferably Drupal.

- Experience with Google Analytics.

Preferred Experiences:

- Prior working experience with non-profit, health care or in-house team.
- Experience communicating and negotiating with management.
- Experience incorporating multimedia, including video, audio, digital media and photography, into communication vehicles.
- Experience with basic HTML or web design/development software.

ABOUT THE ORGANIZATION

Located in Fullerton, CA, Marshall B. Ketchum University is an independent, private, non-profit, accredited educational institution. MBKU is home to the Southern California College of Optometry, the School of Physician Assistant Studies and College of Pharmacy. Named after the founder of the optometric institution in 1904, the change to the University structure addresses the growing demand for highly skilled health care professionals.

The University's Southern California College of Optometry confers a Doctor of Optometry (OD) and a Master of Science in Vision Science (MS) degree. MBKU's School of Physician Assistant Studies under the College of Health Sciences awards a Master of Medical Sciences (MMS) degree. MBKU's College of Pharmacy welcomed its first class in the fall of 2016 and awarded the first Doctor of Pharmacy (PharmD) degree in Spring of 2020. MBKU owns and operates two premier eye and vision care centers: the University Eye Center at Ketchum Health and the University Eye Center at Los Angeles.

BENEFITS

MBKU provides an excellent benefits package including medical, dental, and life insurance, free vision exams, short and long term disability, generous paid time off plans, a university-sponsored retirement plan with a 9% contribution and an on-site fitness center located on the Fullerton campus. See our website under *Employment* for more details regarding benefits of working for MBKU (www.ketchum.edu).

HOW TO APPLY

Interested candidates, please send a cover letter along with your resume and salary requirements to humanresources@ketchum.edu. Position is open until filled.

MBKU is an equal opportunity employer; requirements are subject to possible modification to reasonably accommodate individuals with disabilities.