



College of Saint Mary strives to create a safe, inclusive educational environment where every person's worth and dignity is valued and nurtured. Applicants representing diverse backgrounds and experiences are highly encouraged to apply.

## Digital Marketing Project Manager

**Are you looking for a key role within an amazing marketing team?** If so, you might be a perfect fit for this position. This position is a pivotal marketing team member who is entrusted with spearheading the conception, execution and optimization of cutting-edge digital marketing strategies aimed at increasing the College's online visibility and brand resonance.

### Our Idea of a Perfect Candidate Is Someone Who:

- Is a highly motivated collaborator with a team-centered attitude.
- Brings in-depth knowledge of different digital marketing channels.
- Strong analytical and data-driven decision-making skills.
- Ability to bring innovative, fresh content ideas to help the University tell its story to prospective students.

### Our Ideal Candidate's Education and Experience Include:

- Bachelor's degree in marketing, business, advertising, journalism, communication, or a related field.
- At least five years of experience in digital marketing.
- Expertise in Adobe Creative Cloud, Salesforce- Pardot, and Sprout is a plus.

### This Position Is Responsible For:

- In collaboration with the Vice President of Marketing & University Communication, plan, coordinate and execute digital campaigns across various channels, including social media, email marketing, search engine optimization (SEO), and online advertising.
- Monitor and optimize campaign performance, ensuring that key performance indicators (KPIs) are met or exceeded.
- Formulate and execute comprehensive email marketing strategies aligned with the College's goals, targeting prospective students in Salesforce - Pardot.
- Oversee the College's social media presence, developing and implementing strategies to increase engagement and followership.

### Why You Want to Be on This Team:

- You would be a part of a Mission-centered team, who work together to serve our community.
- You would enjoy full-time benefits including health insurance, paid time off, tuition remission programs, 403(b) with employer match, employee wellness time, and more!
- Free access to the campus recreation facilities, including a full gym, pool, and walking trail.
- CSM is committed to supporting the work-life balance of its faculty and staff.

### Application

Please have a resume, cover letter, and contact information for three professional references, including one supervisor, ready to upload during the application process.

Please apply using the following link: [Digital Marketing Project Manager](#)

*College of Saint Mary is a Catholic university providing access to education for women in an environment that calls forth potential and fosters leadership. The University is an equal employment opportunity employer and does not discriminate against employees or job applicants on the basis of race, religion, color, sex, sexual orientation, gender identity, pregnancy, age, national origin, disability, veteran status, marital status or any other status or condition protected by applicable laws, except where a bona fide occupational qualification applies.*