



Job Description
Marketing and Social Media Manager

Description:

The Director of Marketing and Social Media is responsible for the planning, implementation, and tracking of all marketing and social media efforts, both paid and organic, to increase brand awareness, influence, and enrollment.

Supervised:

The Marketing and Social Media Manager is accountable to and evaluated by the Vice President of Student Affairs.

Responsibilities:

1. Develop and execute annual marketing and advertising strategy for programs, events, and other initiatives through various channels including: print, digital, organic and paid social media. Includes content marketing, traditional advertising, search engine marketing (SEM), social media marketing, and email marketing.
2. Research our market, define personas, and develop strategies to reach and engage those audiences.
3. Create and develop effective content for print and digital advertising.
4. Coordinate with Directors of Communications and Admissions to administer the approved marketing budget and ensure cohesion between brand and enrollment marketing efforts.
5. Develop quarterly plan for creating relevant content topics related to our strategic objectives for all paid and organic marketing campaigns.
6. Analyze and review key performance metrics for various marketing campaigns and channels (digital, social media, and traditional/print) and provide weekly, monthly, and quarterly reports to ensure goals and objectives are being attained.
7. Manage the day-to-day activity on social media accounts:
 - a. Curate and manage all published content (images, video and written).
 - b. Monitor, listen and respond to users.
 - c. Create and manage organic and paid social media promotional campaigns.
 - d. Monitor trends in social media tools, applications, channels, design and strategy.
 - e. Analyze key metrics and tweak strategy as needed.
 - f. Advocate for Criswell in social media spaces, engaging in conversations and answering questions where appropriate.

Essential Skills:

- Digital marketing (creating and targeting ads, audiences, implementing tracking codes, etc.)
- Search engine marketing (Google Ads)
- Social media platform analytics

- Google Analytics
- Project management
- Adobe Creative Suite

Qualifications:

- Proficient analytical decision-making, presentation, and organizational skills
- Demonstrate an understanding of visual and verbal identity management and consistency
- Familiarity with necessary technological software and tools to effectively generate, place, and monitor media placements
- Bachelor's degree in related field
- Graphic design and/or photography skills a plus

Send inquiries to: Russell Marriott, Vice President of Student Affairs, at rmarriott@criswell.edu or 214-818-1318.