



Job Title: Digital Marketing Specialist
Location: Indianapolis, IN
Department: Marketing & Analytics
Reports To: Assistant Director, Marketing & Analytics

The Institute for Study Abroad (IFSA) was founded in 1988 as a provider of study abroad programming for U.S. undergraduates. With student success in mind, the organization creates global learning environments designed to foster the development of critical perspectives, knowledge and skills essential for students to thrive in the future. Offering more than 100 programs in 19 countries, we draw upon theory and evidence-based practice to create a variety of program models and flexible academic options in alignment with the needs of partners and students. We take our commitment to inclusive excellence, intercultural agility, individualized learning and enduring impact seriously, and we look for energetic, positive-minded, adaptable people from diverse communities and cultures to help us transform our industry and the students we serve.

Position Overview:

The Digital Marketing Specialist (DMS) is a full-time, salaried non-exempt position responsible for the implementing the digital marketing strategy through email campaigns and marketing automation. This position drives our social media strategy and manages our web presence. The DMS works closely with the entire marketing team as well as across the organization.

Overseeing all digital marketing automation efforts, the Digital Marketing Specialist will collaborate across the organization with numerous departments on their needs as well as assisting leadership with the development of a formal digital strategy plan. The Digital Marketing Specialist will lead the creation and implementation of marketing automation programs through Pardot and Salesforce Marketing Cloud while also managing all tactical components. Additionally, this position will manage and deliver email campaigns to drive engagement, conversion and retention objectives, as well as manage PPC campaigns and overall lead generation tactics. The collecting and reporting of analytics associated to all digital marketing efforts will be managed by the Digital Marketing Specialist, utilizing Google Analytics and/or other analytical measurement tools provided within corresponding programs. This position will also plan content and oversee scheduling on all social media platforms for the organization and will assist management in the development of a social media strategy.

The Digital Marketing Specialist will work closely with all IFSA staff members, especially Student Services, University Relations, and IT, among other departments. They should also represent the IFSA commitments personally and professionally. Additionally, the Digital Marketing Specialist will work with study abroad students in IFSA's Work-to-Study program aligned with digital marketing role.

Education and Work Experience:

- Bachelor's degree required, preferably in a marketing, communications or related field
- One to three years of experience in marketing, digital marketing or a related field
- Salesforce Marketing Cloud and/or Pardot experience preferred but not required
- Google Analytics experience preferred but not required

Job Knowledge, Skills, and Abilities:

- Experience working in Salesforce and Pardot required
- Experience with email marketing best practices, including CAN-SPAM laws and/or hands-on experience with marketing automation platforms such as Marketo, Hubspot, Eloqua, Pardot, and/or Salesforce Marketing Cloud
- Familiarity with A/B testing, list segmentation, drip and nurture campaigns, and end-to-end campaign management
- Understanding of building customer journeys designed to retain and convert leads
- Understanding of Google Analytics, SEO/SEM experience preferred
- Knowledge of HTML/CSS/PHP/Wordpress ideal
- Excellent organizational and communication skills

- Strong interpersonal skills and high energy level
 - Professional and ethical attitude
 - Ability to set priorities, multitask and pay attention to detail
 - Creative, flexible and collaborative
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- Ability to relate to diverse populations of people — colleagues and students — including people of color, first-generation college students, and those who identify as LGBTQ+.

Physical Abilities Required:

- Ability to travel independently

Will be required to perform other duties as requested, directed or assigned.

IFSA offers a competitive benefits package including, medical, dental, vision, life and disability insurance, retirement plan and generous paid time off. No relocation costs will be paid. Qualified candidates should submit a cover letter, resume, salary requirements and contact information for three references to Jessica Auxier, Director of Human Resources, at jauxier@ifsa-butler.org. Please include “Digital Marketing Specialist” in the subject line.

www.ifsa-butler.org

Revised 10.18.18