

## Director of Digital Marketing and Strategic Engagement

College Success Arizona is seeking a Director of Digital Marketing and Strategic Engagement to join our team to develop and execute digital marketing and communication strategies that advance our mission of providing access to a postsecondary education for first-generation and low-income students in Arizona. We seek an innovative and collaborative candidate who will implement organizational efforts around digital and strategic marketing, brand strategy, public awareness, communications planning, and analytics - doing so within the established organizational framework utilizing current publication channels – website, social media, digital platforms, print and graphic media, and multimedia. The Director of Digital Marketing and Strategic Engagement will report directly to the Chief Operating Officer.

### Responsibilities:

- Lead the development and implementation of targeted digital marketing and communication campaigns and messaging to grow the base of donors, policy makers, and stakeholders that will influence and support policy initiatives
- Produce and manage all content development for the design and implementation of all print and electronic messaging and publications, including the organization's website, social media sites, newsletters, announcements and other outlets that communicate, inform and persuade distinct and diverse audiences
- Manage an editorial calendar and posting schedule aligned with the marketing strategy utilizing multiple platforms as well as preparing press releases
- Develop and coordinate positive relations with media to promote the organization's mission
- Develop, maintain and utilize an in-depth understanding of relevant issues, trends, policies and opportunities regarding postsecondary access and success, in Arizona and nationally
- Serve as the primary media contact person, maintaining professional contacts with local and national media outlets to promote all programs, services and new initiatives
- Contribute as a member of the leadership team, collaborating with colleagues, board of directors and staff to ensure achievement of strategic initiatives
- Engage and maintain positive, productive relationships with board members, committees, community and business leaders, donors, stakeholders, staff and vendors
- Manage organization's communication and customer service databases
- Provide fiscal oversight and project management of programs, timelines and progress to support achievement of overall objectives
- Develop, coordinate and execute digital marketing campaigns in support of organizational priorities

### Qualifications:

- 3 to 5 years of progressively relevant experience and technical know-how in communications and marketing, including experience working as part of a leadership team
- Demonstrated experience in developing and implementing strategic communication plans
- Proven track record in creating and building diverse audience and market segmentation with key messaging and benchmarking
- Excellent writing, public speaking and editing skills; strong relationship cultivation capability, and ability to address varied audiences
- Excellent interpersonal skills and ability to effectively communicate information to a variety of internal and external audiences

- Strategic and creative thinking of how communications tools and convening opportunities can enhance the mission and objectives of the organization
- Working knowledge of graphic design, print and website development and maintenance preferred
- Experience and ability to manage and actively utilize a customer relationship management database to effectively communicate and drive customer satisfaction
- Knowledge and understanding of contemporary marketing and strategic communications channels and practices in all functional areas including media relations, traditional and electronic media, advertising, design, production, writing, events; experience attracting new market segments and creating cultivation strategies
- Knowledge of best digital marketing practices and an ability to monitor the efficacy of emerging trends on digital media and social media platforms
- Knowledgeable in Google Analytics, Hootsuite and best practices in online marketing
- Successful project leadership skills in designing, developing, managing and implementing multiple projects and budgets at the strategic level to achieve stated goals
- Bachelor's degree in a related field (e.g., communications, journalism, public relations, marketing, or a related field) or equivalent combination of education and experience from a four-year college or university
- Experience writing in various formats including social media, press releases, marketing materials and long-form stories
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, content management systems for web publishing and other publishing and graphics software programs

**Personal Characteristics Desired:**

- Must be an experienced professional who is highly regarded and respected for consistently making a difference in their organization
- Strong understanding of the educational framework in Arizona and the ability to position and message needs
- Shows a steadfast commitment to participating as a member of a fully integrated team
- Represents CSA in a consistently positive light and truly enjoys working with the public
- Maintains a professional appearance, exudes a positive outlook and is willing to accept challenges and changes
- Ability to work independently, as well as collaboratively, within a team, build effective relationships, and manage multiple projects simultaneously
- Ability to work occasional evenings and weekends to complete assignments and projects

**Salary:** Commensurate with experience.

**Job Status:** Full-time, exempt, salaried position.

**To Apply:**

This position is open until filled.

Visit <https://collegesuccessarizona.org/> to learn more about our mission, values, services, scholars, and team.

Please combine the following documents in an email to [jobs@collegesuccessarizona.org](mailto:jobs@collegesuccessarizona.org):

- Current resume or CV
- Statement of interest and qualifications, based on this description
- 2-3 relevant writing samples
- Link to relevant portfolio of related experiences and efforts

**No phone calls, please.**

The statements in this description represent typical elements, criteria and general work performed. This is not an exhaustive list of all responsibilities, duties and skills for this job.

College Success Arizona is an equal opportunity, affirmative action employer. It is a strongly held value of the organization that opportunity is not limited by gender, race, class, sexual orientation, disability or age. All candidates will be evaluated on a merit basis.