



POSITION TITLE	Senior Manager, Digital Marketing
DEPARTMENT	Marketing
REPORTS TO	Chief Marketing Officer
FLSA STATUS	Exempt
LOCATION	Arlington, Virginia
DATE	July 2021

POSITION SUMMARY

The Senior Manager, Digital Marketing is responsible for designing, executing, analyzing, and optimizing various campaigns through multiple digital channels including email, website, online advertising, and social media. The ideal candidate must have demonstrated experience working effectively in customer relationship management (CRM) and/or association management software (AMS) platforms as well as within website CMS platforms. The position will work extensively with cross-functional teams and internal and external marketing resources, managing multiple projects simultaneously, and analyzing and reporting on performance. This key team member will supervise one team member and should be a high energy, self-starter with excellent interpersonal and written communication skills and the ability to impact performance across the entire marketing funnel.

PRINCIPAL RELATIONSHIPS

External: Marketing and Technology Vendors

Internal: Chief Marketing Officer, Digital Marketing Coordinator, Director of Strategic Communications, Communications & Events Coordinator, Student Services Team, Member Relations Team, and the IT team

KEY JOB RESPONSIBILITIES

- Be the primary owner of the CRM and marketing automation system (SharpSpring) and all auto-generated and one-off segmented student email campaigns, including design, execution, measurement, and optimization
- Assist with implementation and email campaign execution to university members within the association management software (Wild Apricot)
- Oversee the marketing and effective representation of ISEP programs on the ISEP website (Ruby on Rails), Program Finder (proprietary platform), and third-party web platforms including Terra Dotta and Via TRM.

- Optimize website for conversion including ongoing SEO optimization and landing page development
- Directly manage targeted paid search and social media campaigns including PPC, display, and social to build awareness and generate qualified leads
- Manage all other third party marcom SAAS platforms, including Cinebody, Wufoo, Typeform, Shutterstock, Zapier, and more
- Develop and implement A/B testing practices
- Closely monitor and report results on a regular basis including dashboard development for the CMO and other internal stakeholders
- Develop project and creative briefs and coordinate effectively with internal and external marketing resources

REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing or relevant field of study
- 5+ years of related experience in digital marketing and advertising
- Numbers-driven approach to marketing, focused on metrics, outcomes, and ROI
- Excellent understanding of social media and website metrics and best practices
- Experience with email marketing, lead generation, and website SEO
- Experience with email and web analytics packages including Google Analytics
- Familiarity and experience working with CRM and marketing automation platforms
- Project management skills, including managing internal stakeholders, external vendors, and multiple campaigns and projects at once
- Excellent written and oral communication skills
- Experience in the field of higher education desirable

HOW TO APPLY

Submit a resume, cover letter, references and salary expectation and samples of your prior campaign work to careers@isep.org with the subject line: "Senior Director, Digital Marketing." Application deadline: July 30, 2021.

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