![Council for Christian Colleges & Universities logo]

Position Opening:
Digital Marketing Manager

Available February 2016
Full-Time
Washington, DC

The Council for Christian Colleges & Universities (CCCU) seeks a passionate, hardworking, detail oriented Digital Marketing Manager who is excited to promote the work of a mission-driven organization supporting the cause of Christian higher education.

The Digital Marketing Manager is responsible for building and enhancing the CCCU website and all other digital marketing platforms by creating a coordinated look and message. As the position is significant in the CCCU's communications efforts, the successful candidate will need to stay current with CCCU audiences, business strategies and marketing initiatives. The Digital Marketing Manager position is responsible for the marketing strategy, engagement, web development and maintenance, metric analysis and management of the CCCU and BestSemester websites and other digital media platforms. In the near future, the CCCU will be undergoing a significant website redesign and this position will be leading this project.

The Council is a professional association of 180 campuses in 20 nations whose mission is to advance the cause of Christ-centered higher education and to help our member institutions transform lives by faithfully relating scholarship and service to biblical truth. The Council coordinates professional development opportunities for administrators and faculty, manages U.S. based and international off-campus student programs, provides public advocacy for Christ-centered higher education and manages cooperative efforts among its member campuses (www.cccu.org).

Core Responsibilities:
- **Web Management:** This position will be the responsible for the CCCU and BestSemester websites, web strategy and aesthetics related to them.
    - Lead a cross-department "web team"
    - Manage third-party vendors and contractors
    - Responsible for training of content owners on use of CMS which are currently Sitecore and Drupal
    - Manage and update online communication requests from across the organization

- **Digital Marketing / Analysis:**
    - Develop attractive branded email templates for member engagement mailings such as eAdvance, conferences and events. Create metrics to review effectiveness of these mailings
    - Coordinate a social media strategy with the goal of engaging CCCU members
    - Be key driver in the optimization of search engine performance
        - monitor search engine rankings and referrals
        - monitor site traffic and user behavior
    - Gain insights from web analytics, such as Google Analytics, and create and implement plans to drive conversions, improve visitor interactions, and optimize performance of our web properties and evaluate ROI for all initiatives

- **Web Development and Maintenance:**
  - Implement industry standard maintenance and updates to insure web infrastructure is up-to-date and secure
  - Work with the Web development vendor(s) to create and implement new functionality as needed to accommodate organizational needs
  - Maintain effective integration of third party apps such as the CCCU Career Center and payment gateways
  - Troubleshoot website issues
  - Be a lead team member in the redevelopment of the CCCU website including mobile compatibility
  - Manage online communities and web site collaboration tools (oversee online discussion forums, listserv, etc.)
  - Reimagine the existing web products
  - Oversee uploading of content to implement a consistent web character

Persons applying for the position should:
- Have a proven track record and experience in digital marketing, web management, and web content management software.
- Have a commitment to Christian higher-education, and believe in the Christian mission and purpose the CCCU
- Hold at least a bachelor's degree (preference given to graduates of Christian colleges and universities)
- Possess at least two to five years of experience in digital marketing
- Have excellent organizational skills with the ability to meet deadlines
- Have excellent oral communication skills
- Be able to use sound judgment and work well under pressure
- Be able to manage multiple tasks simultaneously
- Be detail-oriented, highly organized and flexible
- Have the ability to read, analyze and interpret complex documents
- Function well as a member of a dynamic team
- Have a desire to serve others gracefully and selflessly

Application should include:
- Cover letter
- Resume, as a separate attachment
- A statement of your Christian faith

Other Requirements Include:
- Ability to work for long periods of time at the computer

Application Process:
Applicants should apply online through the posting on www.cccu.org/careers and include a cover letter, resume, and a statement of your Christian faith. First preference will be given to applicants who apply before Dec. 7. No paper applications or phone calls please.