

POSITION DESCRIPTION

POSITION TITLE

Digital Marketing Specialist

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

SUPERVISES: Work-study students

PAY GRADE: Salary, exempt

SCHEDULE: Full-time; year-round

POSITION DESCRIPTION

The Digital Marketing Specialist reports to the New Hampshire Institute of Art (NHIA) Director of Marketing and is responsible for executing digital and social media strategy for the college.

RESPONSIBILITIES

The full-time Specialist will be responsible for executing digital and social media strategy for various departments; managing social media accounts; creating content and audience growth on those accounts; executing paid media campaigns on social media platforms. Content development and management is a part of the workflow.

Social Media

- Develop, execute, and monitor the NHIA's overall social media strategies, campaigns, and day-to-day activities
- Update and enforce appropriate policies and procedures regarding NHIA's social media program; provide social media support to members of our community as requested
- Prepare monthly updates benchmarking effectiveness of outreach across the NHIA's social media streams and interpret analytics to provide insights
- Monitor and stay apprised of trends in social media tools, trends, and applications using data to inform and shape future strategies
- Employ audience growth tactics

SEO

- Develop, monitor and manage Google Adwords campaigns
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy

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- Work with external software development vendor to ensure SEO best practices are properly implemented on newly deployed code
 - Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Digital Marketing

- Conduct targeted outreach to writers and editors at local, statewide, regional and national news sites and blogs
- Collaborate with internal and external stakeholders to produce and promote compelling marketing and communications content (articles, blogs, case studies, landing pages, videos, podcasts, presentations, infographics, etc.)
- Collaborate with colleagues and faculty to promote ongoing press, editorial, and video efforts across the department as well as broadcast student and faculty accomplishments and institutional news
- Experience developing and executing e-communications strategies, including the use of responsive design, dynamic content and email personalization
- Experience managing content and production the website
- Understanding of blog and website interests in national and local markets

MINIMUM QUALIFICATIONS

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- Strong writing and editing skills for content such press releases, articles, client communications, social media posts, news articles, case studies
- Time management/ability to handle multiple tasks
- Self-motivated, yet open to direction and constructive feedback
- Ability to communicate effectively with the press through telephone, e-mail and social media
- Strong previous employment in digital marketing, communications, journalism or other related fields; 3-5 years of relevant experience (media, PR, corporate communications)
- Working knowledge of Microsoft Office
- Possess a positive, can-do attitude that adds to the team and reflects back to students, faculty and staff!
- Extremely detailed oriented
- Possess critical thinking skills
- Student service focused
- Independent minded, but able to work as a team

PREFERRED QUALIFICATIONS

We would love it if you had:

- Working knowledge of Adobe Creative Suite
- Video production experience
- Higher Ed experience

START DATE

Immediate

INSTITUTION

About the New Hampshire Institute of Art

The New Hampshire Institute of Art (NHIA) is the oldest and largest non-profit arts institution in New Hampshire, founded in 1898 and today offering undergraduate (BFA, Dual Degree BFA/MAT), graduate (MFA, MAAE, MAT), and community education programs (Youth Arts, Pre-College, Community Education, and Professional Development) serving over 2,000 students annually on two campuses in Manchester and Sharon/Peterborough, New Hampshire.

We are a tight-knit community of creative thinkers, artists, designers, writers, and art educators who use the power of our creativity to transform the community around us. We are a haven for students at every stage of their artistic journey, a place where artists can explore possibilities without fear and engage with people and experiences that will shape them and their future.

NHIA is accredited by the National Association of Schools of Art and Design (NASAD) and the New England Association of Schools and Colleges (NEASC). NHIA is also a member of the Association of Independent Colleges of Art and Design (AICAD). For more information visit www.nhia.edu.

How to Apply: Interested candidates should email a letter of interest, resume, and 3-5 references (*which will not be contacted without prior notice to the candidate*), to HR@nhia.edu. The position title must be included in the Subject line of your email. Due to the amount of resumes received, only those being considered will be contacted.

NHIA seeks to recruit and retain a diverse workforce, and encourages qualified candidates across all group demographics to apply.

