

**Milligan College  
Position Description**

**Job Title:** Digital Marketing Specialist  
**Department:** Marketing & Enrollment Management  
**Reports to:** Director of Public Relations & Marketing  
**Status:** Full-time employment; exempt

**SUMMARY:** Utilize new media and digital tools to drive the college's digital marketing efforts. Responsible for implementation, creative, and maintenance of digital strategies and web presence.

**RESPONSIBILITIES:**

1. Devise and implement **digital strategies** that utilize the most current web and mobile technologies to reach emerging and developing markets.
2. Develop, design, and manage **digital** communication materials, including but not limited to emails, digital ads, landing pages/microsites, and website.
3. Develop and manage **digital ad** campaigns, including search engine marketing.
4. Develop, manage, and maintain Milligan's **web** presence and brand.
5. Monitor and troubleshoot issues that arise with the performance of the **website**.
6. Concept, create, and design **video** to support brand messaging.
7. Oversee **social media** strategy for the college.
8. Track, analyze, and report on digital communication **metrics**.
9. Coordinate college **photography** needs. Photograph events and projects and manage photo files, maintaining an organized filing, retrieval, and archiving system.
10. Serve as **project manager** on all assigned projects to meet quality, deadlines, and project goals.
11. Edit and **proofread** all projects for proper messaging, accuracy, graphic presentation, and consistency with Milligan's branding and identity standards.
12. Fulfill other necessary responsibilities as assigned.

**REQUIRED EXPERIENCE / SKILLS:**

- Bachelor's degree in related field
- 2-3 years graphic and web design experience
- Advanced photography and video skills
- Creativity and knowledge of graphic, video, and digital production principles and processes
- Proficiency in HTML, CSS, JavaScript, PHP, WordPress, Photoshop, InDesign, and Premiere
- Desire and commitment to learn and apply new technologies
- Knowledge and experience with social media as a public relations and marketing channel
- Ability to work within an established graphic style, adapting it to client's needs
- Demonstrated excellence in verbal and written communications to include correct grammar usage, syntax, editing, proofreading, and formatting
- Excellent organization skills and ability to initiate and implement multiple projects, working under and meeting tight deadlines
- Openness to direction and collaboration but a self-starter and independent worker, with a commitment to get the job done
- Excellent interpersonal skills, customer service orientation, and a collaborative team-oriented positive attitude.
- Ability to solve problems and handle crises effectively
- Understand and support Milligan's mission of Christian higher education

**TO APPLY:** Send the following to Chandrea Shell, Director of PR & Marketing, at [chshell@milligan.edu](mailto:chshell@milligan.edu).  
No phone calls.

- Letter of interest and qualifications for the position
- Resume
- Portfolio showing examples of both electronic and print work
- Names, addresses, emails, and phone numbers of (3) professional references

The position will remain open until filled. All inquiries and materials will be treated as confidential. Finalists will be required to submit official transcripts and are subject to credit and criminal background checks.

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AD:

MILLIGAN COLLEGE seeks a Digital Marketing Specialist, responsible for designing, implementing, and maintaining college's digital marketing strategies and web presence. Applicant should have design and digital media experience and a working knowledge of HTML, CSS, JavaScript, PHP, Wordpress, Photoshop, and InDesign. Knowledge and experience with social media as a public relations and marketing channel is critical. Must be open to direction and collaboration but a self-starter and independent worker, with a commitment to get the job done. Skills in communication, organization, leadership, creativity, and customer service are important. See [www.milligan.edu/employment](http://www.milligan.edu/employment) for details.