

Digital Marketing Specialist

Department: Marketing

Reports to: Marketing Manager

Classification: 12-month staff

Hours: Part-time

Benefits: Applicable per designated classification

Job Summary: Reporting to the Marketing Manager, the Digital Marketing Specialist supports and coordinates the digital marketing needs of Wheaton Academy and its affiliates.

Essential Duties and Responsibilities include the following:

1. Identifies trends and insights to optimize digital ad spending for Wheaton Academy and its affiliates
2. Implements digital marketing campaigns, including email automations and drip cycles
3. Maximizes the tools and conversion tests available to us through our CRM based on yearly targets
4. Collaborates with departments to create landing pages and optimize user experience
5. Update and maintain content on Wheaton Academy's websites
6. Collaborates with the Marketing Manager, Enrollment Team, and Wheaton Academy Institute to contribute to growth goals

Qualifications: The Digital Marketing Specialist must be a spiritually sensitive individual who understands the mission of Wheaton Academy and is committed to help see it become a reality in the lives of our students by manifesting, by precept and example, the highest Christian virtue and personal decorum, serving as a Christian role model (I Timothy 4:12) both in and out of school (Luke 6:40), and as an example to parents and fellow employees in judgment, dignity, respect, and Christian living. He or she must be actively involved in a protestant evangelical church.

The ability to work effectively with various departments and handle confidential information appropriately is a pre-requisite. The individual should be a self-starter with a strong work ethic and enjoy a challenge. The environment is fast paced with variety. Working with a minimal amount of supervision, within general guidelines, is typical of the individual's work. Taking initiative to solve problems and adapt to stressful deadlines is a must.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Credentials/Experience

- Working knowledge of ad serving tools: Facebook Ads Manager, Google Ads, etc.
- Experience in setting up and optimizing PPC campaigns on major search engines
- Experience in utilizing CRM tools for lead generation
- Understanding of SEO and web traffic metrics
- Familiarity with WordPress
- Familiarity with e-commerce platforms and usage

Correspondence

- Demonstrates proficiency in editing and positive tone in e-mails and in written and verbal communication

Independence

- Willing to take an idea and run with it whether it is writing a story, developing a web tool, or creating a design piece that is needed.

- Works efficiently and is known as a self-starter. Sees what needs to be done and takes the initiative to do it
- Creates momentum, causing things to happen; is proactive rather than reactive.
- Executes the project/event in consideration of any time and budget constraints.
- Develops and documents procedures to ensure repeatable systems.

Strategic Thinker

- Reflects on the broader consequences of decisions and actions to produce a meaningful impact.
- Innovative and creative.

Scheduling

- Foresees possible calendar conflicts and takes the initiative to adjust appointments/meetings as necessary.

Organization

- Demonstrates organized, concise thinking and communication.
- Works well with multiple deadlines—keeps projects on track in order of priority.
- Maintains a logical filing system and is able to locate requested documents within minutes.

Timeliness

- Handles a myriad of regular administrative details and additional responsibilities when asked.

Decision Making

- Maintains an open mind and participates in team or department decision making and encourages others.
- Builds consensus in making decisions.
- Able to act decisively when necessary.
- Makes decisions with limited resources when necessary.

Communication

- Regularly updates supervisors on how things are going including things that are going well and items that need improvement
- Keeps supervisors well informed and comes to supervisor as a problem solver when problems are observed
- Keeps confidences when asked about confidential issues.

Community Influence

- Is a regular attendee at co-curricular activities and exudes a positive attitude about Wheaton Academy in the community.

Office Climate

- Exhibits supportive and positive and reciprocal respect to students, co-workers and volunteers.
- Welcomes interruptions in order to offer assistance.

Versatility

- Adapts his/her role for the benefit of the WA community.

Attitude towards School

- Exudes a positive attitude and love for WA wherever he/she goes.

Collaboration with Colleagues

- Establishes relationships that allow employee to help colleagues develop to their full potential.
- Maintains sensitivity to others' workload and is willing to step in to assist.