

Ashley Hall Job Posting
Office of Marketing & Communications

Position: Digital Marketing Manager
Reports to: Director of Strategic Marketing & Communications

Who We Are:

Ashley Hall, South Carolina's only independent private school serving kindergarten through twelfth grade girls, with a coeducational preschool, seeks a skilled marketer to strengthen the School's digital presence in the national independent school market place. Prior professional experience in website development/management is a plus.

Who You Are:

- Qualified candidate with 3-5 years of experience in digital marketing or website management
- Experience in digital offerings including WordPress, SEO, SEM, Google Ad Words and other digital touch points
- Holds a firm grasp of emerging digital tools
- Possesses a broad knowledge of best digital practices
- Multi-tasker who can easily prioritize projects in a fast-paced environment
- Excellent communicator, both written and verbal
- Genuine, positive, and uplifting attitude that inspires colleagues and faculty

Digital Marketing Strategist Overview:

The Digital Marketing Manager is a critical member of the Ashley Hall Marketing & Communications Team. The digital manager is a skilled and results-driven professional who coordinates and manages various digital mediums (with a focus on website) and assists Ashley Hall in reaching specific marketing and advancement goals. The digital manager will be tasked with analyzing user experience data, initiating, collaborating on, and managing digital projects, reporting on planned and current strategies, leading effective digital marketing strategies, and ensuring that projects are executed within budget and on time. The digital manager will play a pivotal role in advancing the School's mission with prospective and current parents, students, faculty, alumnae, and donors. Ideal candidates for this position should be innovative, and web and multimedia savvy. Ultimately, the outstanding Digital Marketing Manager should have

a firm grasp of the various digital touch points and drive highly effective digital campaigns.

What You'll Do:

- Evaluate and implement improvements on digital strategy
- Research and implement the latest digital tools and interactive trends
- Manage website updates and development and optimize SEO
- Create integrated and cost-effective digital strategies and tools to drive admission and fundraising efforts
- Execute and manage digital advertising including lead generation campaigns
- Oversee email calendar and deployment
- Analyze and report on digital campaigns