



## Digital Marketing Manager

### About Ursuline Academy

Ursuline Academy of Dallas is an independent Catholic college preparatory school for young women in grades 9-12, sponsored by the Ursuline Sisters. Educating students for 145 years, the Academy is the oldest continuously operating school in Dallas. The mission of Ursuline Academy is the total development of the individual student through spiritual formation, intellectual growth, service to others, and building of community. The Academy seeks faculty and staff who meet a high standard of professional and personal excellence in their work, offering competitive salary and [benefits](#) and an opportunity to develop our students into leaders of tomorrow.

### Position Description

The Digital Marketing Manager is responsible for the overall digital marketing strategy of Ursuline Academy, including website and other electronic publications, social media marketing, website content, and successful development and implementation of special communications projects. This position requires a strategic mindset, strong creative capabilities, and the ability to develop integrated communications campaigns utilizing all digital media formats. An exempt position, the Digital Marketing Manager is a full-time member of the Ursuline Academy communications team and reports to the Director of Communications.

### Key Accountabilities

- **Increased UA website engagement** among prospective families and current constituents, through production of digital media content which effectively educates, informs, and motivates support for the Academy's mission and strategic priorities.
  - Continual content review, additions, revisions, and updates as scheduled.
  - High standards for design, formatting, graphics, video and other digital media consistent with the Ursuline brand.
  - Management of transitions to new software systems and other infrastructure changes to the content management system, as needed.
  - Ongoing monitoring and analytics reporting to assess website traffic and adjustments as needed for search engine optimization.
- **Integrated online communications** utilizing social media marketing and digital advertising across various platforms and channels to promote the Ursuline mission and student experience in support of admissions and advancement.
- High quality, creatively engaging **digital media, publications and announcements** to disseminate information as appropriate to meet the needs of parents/families, alumnae, employees, donors, and other key constituencies.

- **Productive relationships** with key vendors (website, graphic design, etc.), and digital marketing in-house editors (admissions, advancement, athletics, etc.); customer service orientation and teambuilding in working with Ursuline staff partners.
- Implementation of communications strategies in adherence with all applicable Ursuline Academy **policies** for appropriate use of technology including network resources, database information, and social media.

### Responsibilities

- Maximize the communications utility of the Ursuline **website**, through robust maintenance, ongoing content review with team members, addition of new content, and updates/refresh as needed. Includes digital editing of photography; writing/editing text; creation of graphics, video, and other digital media; maintaining social media channel feeds; creation and posting of annual digital donor report.
- Produce and distribute **all Ursuline email communications** (*Quicklinks, Connects*, other regular e-newsletters, email announcements, invitations, etc.).
- **Develop concepts and create new digital media tools** (websites, podcasts, video productions, digital media campaigns) with messaging that promotes the Ursuline experience and present a compelling case for support for the Ursuline mission.
- **Lead internal teams** in planning and coordinating digital media strategy to support Academy communications goals. Drive Search Engine Optimization (SEO) in website content creation and programming.
- Ensure **brand integrity** across all digital communications channels. Manage web presence to strengthen brand awareness.
- Develop and implement effective **social media marketing campaigns** in partnership with the Communications Associate and advancement and admission team members.
  - Develop, launch, and optimize **PPC campaigns**; manage keyword selection and audience targeting. oversee accounts on search platforms (e.g. Google AdWords, Bing, Facebook). Monitor budgets and oversee search platform accounts.
  - Optimize website copy and landing pages for SEO.
  - Refine content and keyword strategy to increase rankings on search networks.
- On a regular basis, **track, report, and evaluate website analytics**, PPC initiatives, and social media advertising campaigns (Google AdWords). Identify constituent insights and respond with strategies to improve the user experience.
- Manage **Finalsite** software and database integration processes; provide responsive “help desk” support to troubleshoot website/email user issues. Coordinate with Technology to manage login processes/communications for website. Manage digital databases as required, including annual data refreshes.

- Create, implement, and provide data reporting for **constituent surveys**. Investigate best practice approaches and new tools as available for survey design and data reporting.
- In partnership with communications team members, develop and maintain production schedules and online **editorial calendars** for all digital media tools, including publications, email communications, updates for home page, and other site content.

### **Requirements**

- Minimum 5 years of experience in digital marketing communications roles, digital media or digital marketing specialist preferred
- Bachelor's degree
- Strong analytical skills partnered with a creative mind
- Deep knowledge of web design principles and content management systems (Finalsite experience is a plus)
- Experience in identifying target audiences and developing effective campaigns
- Experience with website data analysis and reporting of analytics
- Strong project management skills
- Working knowledge of Photoshop, Final Cut Pro, Premier Pro, or other media editing software; graphic design software
- Knowledge of HTML
- Ability to multi-task and perform under tight deadlines
- Excellent verbal and written communications skills
- Proficiency in MS Office Suite, including Outlook, Excel and Word.
- Highly organized, detail and accuracy oriented
- Self-motivated and able to work well in a team

### **How to Apply**

To apply for this position, download the [Employment Application](#) and [Background Check](#) forms. Email the completed forms with your resume, cover letter, and any letters of reference to [employment@ursulinedallas.org](mailto:employment@ursulinedallas.org).

An equal opportunity employer, Ursuline Academy will not discriminate against any employee or applicant for employment. Employment decisions are made on the basis of qualifications for the specific job without regard to race, color, national origin, sex, sexual orientation, age, veteran status, physical or mental disability or any other characteristic protected by state, federal or local law, except where such is a bona-fide occupational qualification.