

## Catholic Theological Union Employee Position Description

<b>Position:</b>	<b>Director of Digital Presence</b>
<b>Supervisor:</b>	Vice President of Institutional Advancement
<b>Hiring Administrator:</b>	Vice President of Institutional Advancement
<b>Category:</b>	Exempt

The Director of Digital Presence is an integral member of the Advancement team and is responsible for the digital strategy and daily implementation of marketing efforts to generate inquiries and support the inquiry-to-enrollment process; public events (to include broadcast development and distribution); and online appeals.

The Advancement Department at CTU is comprised of the Enrollment Management, Development and Marketing teams as functional areas that work in tandem to advance the institution's goals: To attract students as well as develop understanding and support among the various constituencies of the institution in order to secure the resources required to fulfill CTU's mission.

In this newly created role, the Director of Digital Presence will execute new and innovative ways to reach a relevant and increasing audience and deliver a superior digital experience of a graduate school of theology and ministry, elevating CTU's brand awareness nationally. Reporting to the Director is the Marketing Manager, with the support and direct collaboration of the Advancement Data Manager. The Director of Digital Presence will be an integral member of an institutional technology task force.

### Responsibilities Include:

- Own the strategic direction, guidance and execution for all digital marketing efforts for CTU including:
  - ctu.edu institutional web presence and learn@ctu, multi-media platform
  - Livestream and recorded public and external events
  - CRM and emarketing
  - Social Media platforms
  - Digital advertising
  - Digital recruitment experience
  - Online fundraising appeals
  - Digital fundraising engagement and donor stewardship
- Partner with program directors, advancement directors (enrollment and development), and Director of Educational Technology to set a digital strategy while establishing clear and measurable objectives.

- Lead digital marketing efforts to drive qualified traffic and revenue-generating strategies using SEM, social media, programmatic, SEO, website and email marketing automation.
- Provide strategic direction in the creation of dynamic and engaging interactive experiences for prospective students, alumni, donors and other key constituents across all digital platforms.
- Identify digital trends and understand new technologies and align these with institutional advancement goals and objectives to create new and innovative marketing opportunities and solutions.
- Manage marketing and communications budget. Use data driven insights and analytics to inform strategic decision making and maximize ROI across digital channels.

### **Qualifications**

Below are the minimum requirements of the education, experience, knowledge, and skills required to competently perform in this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### *Preferred Qualifications*

- In-depth knowledge of Catholic Church issues and trends; knowledge of the structure of the Catholic Church in the U.S. and demonstrated ability to work and thrive within its culture.
- Demonstrated intercultural and interreligious competency and experience working across cultures.
- Active understanding of CTU's faculty, students, constituents, programs and mission.

#### *Skills and Abilities*

- Bachelor's degree required, Master's preferred
- Professional writing and editing skills
- Minimum 4 years' experience in digital marketing including paid media, organic and multi-channel marketing.
- Expertise with Adobe Media software or similar;
- Working knowledge of with WordPress (or similar), MailChimp (or similar), livestreaming/broadcast platforms, Google Suite, Canva, and all major social media platforms, and associated analytics;
- Skilled videographer and comfortable with photography;
- Strong knowledge of best practices in digital media, email marketing and website optimization
- Innovative thinker and collaborative team player
- Ability to work effectively in a fast paced, deadline-driven environment
- Willingness to work some extended hours, night and weekends, as needed