



## **Wingate University** **Position Description**

**Position Title:** Digital Marketing Content Specialist

Founded in 1896, Wingate University is a laboratory of difference-making that serves more than 3,600 students in North Carolina. Wingate offers 36 undergraduate majors as well as six master's and four doctoral programs. The University is home to the Cannon College of Arts and Sciences; the Levine College of Health Sciences; the Byrum School of Business; and the College of Professional Studies, which includes the Thayer School of Education and the School of Sport Sciences. The University's motto is "Faith, Knowledge, Service." Learn more at [www.wingate.edu](http://www.wingate.edu).

**FLSA Classification:** Exempt Staff, 12-month position

### **Job Purpose**

The purpose of the Digital Marketing Content Specialist for Marketing is to provide assistance to the Director of Marketing Analytics by completing regular functions in Salesforce Marketing Cloud and other EM/BI projects as assigned.

### **Duties and Responsibilities**

- Create emails in Marketing Cloud
- Create SMS messages in Marketing Cloud
- Create Reports and Data Tracking
- Monitor progress of self-created communications across multiple channels
- Meet with key campus personnel for content creation
- Maintain project list and schedule
- Maintain integration between Salesforce and Marketing Cloud
- Manage Lead Pipeline Communications/Lists

## **Qualifications**

A Bachelor's degree is required and must know how to use Excel, Salesforce, Marketing Cloud, and HTML (preferred). Excellent organizational skills, knowledge of Marketing strategy best practices and knowledge of Facebook Advertising processes preferred.

Please send a letter of interest, resume and contact information of three professional references to [careers@wingate.edu](mailto:careers@wingate.edu)

*EQUAL OPPORTUNITY EMPLOYER: Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act and its amendments. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability or veteran status.*