



Holderness School
Job Description - Director of Digital Marketing
Anticipated Start Date: Spring 2024

Overview

Located amid the lakes and mountains of central New Hampshire, Holderness School is a traditional co-ed independent secondary school serving grades 9-12. Holderness strives to strike a balance in fostering the resources of the mind, body, and spirit: the mind through a challenging college preparatory curriculum; the body through outdoor activities and required interscholastic athletics; and the spirit through school and community service and affiliation with the Episcopal Church. Holderness remains by choice a small school where everybody plays an important role and where students, faculty, and staff maintain close personal relationships.

Diversity Mission Statement

Holderness School is committed to being a community that celebrates and supports diversity in its many forms because multiple perspectives and experiences are vital to educational excellence and strengthening our community. Diversity refers to the human facets of race, ethnicity, national origin, religion, gender, sexual orientation, age, ability, and socioeconomic status. Holderness strives to create opportunities for cooperation, broaden the educational experience of all students, and enrich the lives of all community members.

The Position

Holderness School seeks a highly skilled and dynamic Digital Marketing Manager to join our award-winning marketing and communication team. In this role, you'll be responsible for developing and implementing digital marketing strategies to elevate Holderness School's visibility, broaden our marketing funnel, enhance our overall user experience in ways that engage prospective families, and support advancement initiatives.

Job Description

The Director of Digital Marketing is responsible for creating and managing a data-driven digital marketing strategy that drives brand recognition and supports the fulfillment of enrollment and advancement goals. The Director of Digital Marketing will use search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, and audience targeting to advance the school's vision, mission, and strategic objectives. This role will measure and communicate the impact of digital marketing efforts and use those insights to inform and adjust the school's overall marketing strategy.

The Digital Marketing Director reports directly to the Director of Strategic Marketing and Communications and is a key member of the four-person Marcoms team. This position requires regular on-campus presence, although a hybrid of remote and on-campus will be considered.

Essential Duties and Responsibilities:

- In collaboration with the Marketing Team, develop, execute, and optimize comprehensive digital marketing strategies focused on brand awareness and target audience engagement.
- Track and analyze key performance indicators (KPIs) such as website traffic, conversion rates, engagement metrics, and ROI to measure the effectiveness of digital marketing campaigns.
- Build and maintain detailed performance reporting across media platforms.
- Apply insights from analytics to content strategy, ensuring we produce and deliver the most relevant and compelling content for our target audiences.
- Manage website, ensure all pages have optimal UX design, are optimized for conversion, and represent the Holderness brand.
- Manage all digital marketing channels and ensure brand consistency across these channels (e.g., website, SEM and SEO, email, social media).
- Create compelling content tailored to different customer journey stages for various digital channels, including websites, social media, email marketing, and digital advertising.
- Ensure strategic media plans are rooted in competitive research and customer segmentation and apply performance insights.
- Manage the digital advertising budget day-to-day across digital media platforms, including Google, Facebook/Instagram, and more.
- Manage lifecycle email marketing day-to-day, supporting the goals of our admission and advancement offices.
- Advise and support market research, including A/B testing and audience surveys.
- Stay current on marketing trends and emerging technologies and platforms.
- Other reasonably related duties as assigned by administration.

Qualifications:

- A bachelor's degree is required; an advanced degree in a relevant discipline is preferred.
- 3-5 years of relevant experience in digital marketing, with a proven track record of developing and executing successful digital marketing campaigns.
- Expertise in digital marketing channels and tactics, including SEO, SEM, social media, email marketing, content marketing, and digital advertising.
- Strong analytical skills and proficiency in data analysis tools and platforms to track and measure campaign performance.
- Excellent writing and copy skills, with the ability to craft compelling content and effectively engage with target audiences across digital channels.

- Data-driven and detail-oriented. Strong understanding of analytics and ability to translate data insights into successful marketing strategies.
- Proven technology skills and facility with web content management systems and social media platforms; working knowledge of Adobe Creative Suite and Google Drive preferred.
- Proactive team player who thrives on fostering a positive and collaborative work environment and collaborates productively with cross-functional teams.
- Proven ability to manage multiple projects and priorities in a fast-paced, deadline-driven environment.
- Creative thinking and problem-solving skills, with a passion for innovation and staying abreast of emerging trends in digital marketing.
- Photography and/or video production experience preferred.
- Ability to work some nights and weekends as school events and deadlines require.
- Familiarity with FinalSite, Asana, Hubspot, UX/UI principles, and web analytics tools like Google Analytics.
- A commitment to an inclusive community.
- Assist in being a practitioner of diversity, equity, and inclusion.

The Process

If interested in this position, please send a resume with a letter of interest to holderness-employment@holderness.org. Priority consideration will be given to applications received before April 26, 2024.

Holderness School offers a comprehensive benefits package that includes health, dental, vision, life insurance, generous retirement match, professional development opportunities, use of grounds and facilities, and meals when school is in session for you and your family. This is a year-round position.

All employment is contingent upon successful completion of a criminal background check.

Holderness School is an equal opportunity employer and will not discriminate or tolerate discrimination against any employee or applicant in any manner prohibited by law.