Position Title: Content Marketing Manager

Status: Exempt (Hybrid: Remote and On Campus), 37.5 hours per week

Annual Salary Range: $68,000 - $80,000

Summary of Responsibilities: The person in this position possesses the ability to think both creatively and analytically. You will be responsible for inbound marketing strategies to support and grow a brand identity and online presence through the creation and dissemination of multimedia content online. This involves developing content strategies, continuing to nurture our online community, and tracking that community’s growth.

You should be comfortable finding creative ways of building an online presence, as well as using analytics in the formulation of a content strategy. Here, content is defined as multimedia articles, blog posts, images or videos that aid in fostering engagement online. This position reports to the Chief Operating Officer.

Primary Responsibilities:
- Design content marketing strategies and set short-term goals.
- Undertake content marketing initiatives to achieve business targets.
- Produce high-quality content by collaborating with design and writing teams.
- Create an editorial calendar, complete tasks, and ensure that deadlines are met.
- Regularly deliver engaging content.
- Edit, proofread, and improve the content.
- Optimize content considering SEO and Google Analytics.
- Analyze web traffic metrics.
- Ensure a strong web presence on various channels.
- Generate ideas to increase customer engagement.

REQUIRED QUALIFICATIONS
Skills/Knowledge/Experience
- Demonstrated overall skillsets in Content Marketing, Copywriting, Design, Creativity, Search Engine Optimization (SEO), Google Analytics, and Customer Engagement
- 1-2 years of experience in producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, TikTok, etc.)
- Past experience building audiences either online or offline
- Good time-management skills
- Ability to multi-task
- Ability to develop original content
- Strong interpersonal and communication skills in English with demonstrated ability to interact effectively with diverse populations
- Critical-thinker and problem-solver
- Proficient in MS Office and WordPress and/or other Content Management Software
- Understanding of web publishing requirements (including the Americans with Disabilities Act)
- Ability to develop content that provokes engagement
- Ability to predict audience preferences with an editorial mindset
- Hands-on experience with SEO and web traffic metrics
- Adept at keyword placement and SEO best practices
- Manage consultants (e.g., writers, graphic designers, videographers, etc.)
- Expertise in all social media platforms
- Project management skills and attention to detail
- Excellent writing skills in English

**Education:**
BA/BS degree in communications, journalism, English or related field, or equivalent working experience

**Physical Demands:**
- Must be able to remain in a stationary position for extended periods of time (Approximately 65% of the position is spent in a stationary position.)
- Must be able to input information into and retrieve information from a computer, communicate, and exchange information for extended periods of time
- Light physical activity performing non-strenuous daily activities of an administrative nature.
- Ability to move up to 50lbs.
- Ability to independently travel, especially travel by car; must have a valid driver’s license.

**Work Environment:**
Well-lighted, heated, and/or air-conditioned indoor office setting with adequate ventilation.

COVID: Iliff requires its students, faculty, staff, and board to provide proof of COVID vaccination or exemption.

**Benefits:** Currently includes medical, dental, life and disability insurance, vacation, sick and holiday pay, tuition waiver program, and a tax-deferred annuity plan.

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Please submit a cover letter and resume to humanresources@iliff.edu. The position will remain open until filled.