



## Job Description

**JOB TITLE:** Digital Strategist  
**DEPARTMENT:** Communication Services  
**REPORTS TO:** Director of Communication Services

**COLLEGE MISSION:** Rochester College cultivates academic excellence, principled character, servant leadership and global awareness through a rigorous educational experience that integrates liberal arts and professional studies within an inclusive Christian heritage.

**POSITION SUMMARY:** Reporting to the Director of Communication Services, the Digital Strategist is responsible for developing and executing the digital strategy across all of RC's platforms, including managing web properties, digital marketing campaigns and driving social media engagement strategy. This role utilizes a strategic skillset including innovative and superior writing and editing skills to assist internal stakeholders in creating dynamic and effective content for all digital assets.

### **EDUCATION AND/OR EXPERIENCE REQUIRED:**

- Bachelor's degree in communications, marketing or public relations preferred.
- Minimum 2 years of experience working on websites and/or digital marketing campaigns.
- A keen attention to detail with exceptional verbal and written communication skills.
- Significant experience in development of content for websites.
- Extensive knowledge of Google Analytics and SEO to ensure expanded reach and ranking for all content.
- Experience in digital photography and photo editing programs.
- Thorough understanding of social media metrics and the appropriate platforms to use for particular programs and audience.
- Student recruitment experience is a plus.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Work closely with the Admissions and Development Departments to enhance student recruitment and manage communication with donors and alumni using RC digital assets.
- Continuously audit Rochester College's digital assets including websites and social media channels.
- Assist with writing content for website, social media, digital advertising, and email and text message campaigns. Also assist with the visual layout of webpages.
- Create, optimize and daily manage campaigns using digital advertising platforms such as AdWords, Facebook Business, Bing.
- Ability to analyze and make decisions based on web, social media, and advertising metrics.
- Superior writing and editing skills with working knowledge of AP style.
- Document best practices for Rochester College's site content and process.
- Develop and incorporate multimedia features into web/social media stories through the use of videos and infographics.
- Assure website is compliant with current regulations and requirements.
- Engage with and be knowledgeable of best practices in digital student recruitment strategies.
- Interact with agency partners to shape messaging.
- Coordinate, train and schedule digital media interns and provide regular feedback on their performance.

### **REQUIRED SKILLS AND ABILITIES:**

- Demonstrate a strong understanding of integrated marketing and traditional public relations and the role social and digital media play in integrated marketing.



- Knowledge of performance/digital marketing (SEM/Display/Paid Social) and paid media marketplace.
- Ability to oversee projects from inception to execution.
- Demonstrated mastery of professional e-marketing tools, social media platforms, email marketing and digital content development software.
- Understanding of how to plan, measure and evaluate communication effectiveness utilizing analytic tools.
- Be familiar with and knowledgeable of the latest digital platform updates, emerging trends, and technologies.
- Capacity to work independently while effectively managing multiple projects/tasks of varying complexities in fast-paced environment.
- Communicate effectively with colleagues from various departments and off-campus vendors.
- Familiarity with Mac OS preferred.
- Working knowledge of Adobe Creative Cloud preferred.
- Willing to travel and work some evenings.
- Supportive of the Rochester College mission.

**How to Apply:**

Interested parties are encouraged to submit a cover letter, resume and completed employment application which can be found on the Rochester College website by accessing:

<http://www.rc.edu/jobs-rc/>

Background checks are conducted on all final candidates for all positions.

**Contact:**

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