



Job Description
Library Staff Positions

Sr, Marketing Manager

Employee Name	Vacant
Department or Unit	Marketing and Communications
Library Functional Division	Woodruff Library & Michael C. Carlos Museum
Campus Job Classification / Title	Marketing Manager, Sr., EL&MCCM
Campus Job Code	EH90
Campus Pay Grade	235
FTE [Percentage of Time]	100% [40 Hours]
Type of Appointment	Ongoing
FLSA Status	Exempt
	<i>This is an Exempt position. Employees in this position are paid a salary on a monthly basis and are not eligible to receive overtime pay.</i>
Name of Direct Supervisor	Shannon Clute
Supervisor's Library Job Title [Functional]	Sr. Director of Communications, Marketing, and Public Relations, EL&MCCM
Supervisor's Campus Job Classification	Sr. Director of Communications, Marketing, and Public Relations, EL&MCCM

University Job Summary Statement

The Senior Marketing Manager of Emory Libraries and the Michael C. Carlos Museum (EL&MCCM) is a data-driven digital marketing and project management expert capable of establishing marketing data systems and workflows that make us a more effective, efficient, and modern MarComms unit capable of growing and activating internal and external audiences. This position reports to the Senior Director of Communications, Marketing, and Public Relations. Digital marketing: Leads the strategy, creative, production, and distribution of social media. Leads cross-channel digital content strategy to increase searchability and discoverability of content and cross-channel engagement. Identifies, develops, and executes strategies to grow digital audiences and engagement. Manages the production flows of video content for digital channels. Oversee vendors, freelancers, and partners in relation to digital marketing. May oversee students and other external labor resources in support of creative activities. Marketing Data Insights and Analytics: Identifies and aggregates existing data sources. Develops a data repository that may be easily queried for actionable insights. Connects data insights to workflows and project management tools to help Marketing & Engagement team understand ROI on all MarComms, event, and activation efforts. Generates quarterly and annual reports to identify trends and actionable insights, and to demonstrate traction against goals. Project Management: Improves systems for tracking, and increasing efficiency of production, for all digital marketing media and assets. Improves systems for tracking all deliverables and milestones related to exhibitions. Supports and helps to improve systems for tracking deliverables and milestones related to events/activations. Supports Exhibition Design/Fabricator in internal partner communications. Oversees vendors, freelancers, and partners in relation to exhibitions. Works with Exhibition Design/Fabricator to improve cost scoping of exhibitions, pricing/bidding of exhibitions work, and tracking/reporting of expenditures. Performs other related duties as required.

The above statements are intended to describe the work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of the personnel so classified.

Position Summary

We are seeking a data-driven digital marketing and project management expert capable of establishing marketing data systems and workflows that make us a more effective, efficient, and modern MarComms unit capable of growing and activating internal and external audiences.

Type of Supervision Received

This employee will report to the Sr. Director, Communications, Marketing & Public Relations, Emory Libraries and Carlos Museum. This will be a close working relationship, especially initially, as this employee and the Sr. Director establish guidelines and best practices for building out the data insights and project management processes that will modernize the work of this unit, grow audience, and improve ROI. That said, this employee must be a self-starter who can efficiently manage their own time, and a skilled relationship builder who can gain trust and develop collaborations with key partners across the division, the university, and beyond.

Type of Supervision Exercised

Initially, this person will not have supervisory duties, as the buildouts of PM process, data insights, and digital marketing guidelines/best practices constitute a substantial lift. Eventually, this person may supervise members of the exhibitions and/or digital marketing teams.

Key Responsibilities & Duties

Digital Marketing

- Lead the strategy, creative, production, and distribution of social media.
- Lead cross-channel digital content strategy to increase searchability and discoverability of content and cross-channel engagement.
- Identify, develop, and execute strategies to grow digital audiences and engagement.
- Manage the production flows of video content for digital channels.
- Oversee vendors, freelancers, and partners in relation to digital marketing and marketing data.
- May oversee students and other external labor resources in support of creative activities.

Marketing Data Insights and Analytics

- Identify and aggregate existing data sources.
- Develop a data repository that may be easily queried for actionable insights.
- Connect data insights to workflows and project management tools to help Marketing & Engagement team understand ROI on all MarComms, event, and activation efforts.
- Generate quarterly and annual reports to identify trends and actionable insights, and to demonstrate traction against goals.

Project Management

- Improve systems for tracking, and increasing efficiency of production, for all digital marketing media and assets.
- Improve systems for tracking all deliverables and milestones related to exhibitions.
- Support and help to improve systems for tracking deliverables and milestones related to events/activations.
- Support Exhibition Design/Fabricator in internal partner communications.
- Oversee vendors, freelancers, and partners in relation to exhibitions.
- Work with Exhibition Design/Fabricator to improve cost scoping of exhibitions, pricing/bidding of exhibitions work, and tracking/reporting of expenditures.

University Minimum Required Qualifications

A bachelor's degree in marketing, communications, or business, or related field, and five years of experience in digital marketing, with experience managing marketing workflows and deliverables, OR an equivalent combination of education,

training, and experience. Prefer three to five years of experience developing and reporting marketing data insights. Familiarity with project management and visualization tools such as Teams, Monday.com, and Airtable. Digital media production skills and knowledge of best practices for audience growth and engagement. Cross-channel content strategy and audience engagement. Data insights and data visualization/reporting processes and tools.

Application Procedures

Interested candidates should review the applications requirements and apply online at <https://hr.emory.edu/careers/index.html>

Review of applications will continue until position is successfully filled.

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<i>EL-HR Review</i>	<i>Krystal S. Rambus</i>
<i>DATE</i>	9/16/2024