



## PPRA Job Bank Form

<b>Position:</b>	<b>Marketing Strategist Specialist 3 (Digital Strategist)</b>
<b>Organization:</b>	The Office of Strategic Communications   Penn State
<b>Job Description/Requirements:</b>	<p>The Office of Strategic Communications (Penn State's central news, public relations, and marketing division) seeks a digital strategist to support and analyze Penn State's website properties and digital marketing efforts. As a member of the digital strategy team, the successful candidate will be part of an experienced group of digital marketers, brand strategists, web developers, and creative specialists.</p> <p><b>The digital strategist will:</b></p> <ul style="list-style-type: none"> <li>• Manage digital marketing activities through research, strategic planning, and implementation.</li> <li>• Analyze web-traffic metrics and propose solutions and strategies to optimize web presence.</li> <li>• Use Google Analytics to build customized reports.</li> <li>• Enhance current digital strategies to meet/exceed objectives.</li> <li>• Suggest and build usability tests.</li> </ul> <p>In addition, this role involves monitoring SEO/SEM/PPC, marketing, and key performance metrics to forecast trends. This position will work with multiple internal partners to ensure best practices in data collection and decision processes are presented to senior-level management and core website decision makers.</p> <p><b>The ideal candidate will have:</b></p> <ul style="list-style-type: none"> <li>• Strong analytical skills</li> <li>• Experience using Google Analytics and Google Tag Manager</li> <li>• A solid understanding of advanced web analytics methodologies such as experimentation and user testing</li> <li>• The ability to communicate effectively and work with team members, stakeholders, and vendors in a collaborative environment</li> </ul>

Self-motivation and a proven ability to manage multiple tasks while switching priorities and focus are necessary. Typically requires a Bachelor's degree or higher plus four years of related experience, or an equivalent combination of education and experience. Project management skills and knowledge of business process redesign principles, tools, and techniques are a plus.

At this time, work for this position has the potential to be performed remotely. However, when Penn State has a complete return-to-campus for all staff, any remote working arrangements will be re-evaluated and could switch to on-campus only.

Apply online at <https://apptrkr.com/2109165>

**CAMPUS SECURITY CRIME STATISTICS:** For more about safety at Penn State, and to review the Annual Security Report which contains information about crime statistics and other safety and security matters, please go to <http://www.police.psu.edu/clery/>, which will also provide you with detail on how to request a hard copy of the Annual Security Report.

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