

Digital Media Planner (Marketing Communications Specialist 3)

The Office of Strategic Communications (Penn State's central news, public relations, and marketing division) seeks a digital media planner to develop, implement, track, and optimize digital advertising campaigns and serve as a digital marketing consultant to Penn State's undergraduate campuses. This position, which reports to the director of brand strategy in University Marketing, has the potential to be performed remotely on a permanent basis. Any remote-working arrangements will be agreed upon after the successful candidate has been selected for the position.

In addition to being the day-to-day contact for the digital marketing needs of Penn State's nineteen undergraduate campuses, the successful candidate will use communications and marketing subject-matter expertise to support and/or directly coordinate, manage, and monitor digital marketing campaigns that generate awareness among prospective Penn State undergraduate students throughout the state. This person will work with University Marketing's strategy, web development, and creative teams to launch campaigns on time and on budget.

Specifically, the digital media planner will:

- Manage and optimize paid media campaigns, including undergraduate enrollment digital advertising and ongoing institutional awareness campaigns
- Create paid media reports with analysis of campaign performance and strategic recommendations for continual improvement
- Serve as the daily contact for our external media agency, attending regular meetings, keeping campaigns on track, and providing feedback to agencies on performance metrics and account administration matters
- Develop, manage, and track our paid asset collection
- Act as the primary contact for campus communications partners, working collaboratively in a consultative role on best practices around executing digital advertising campaigns
- Assist the brand strategy director in overseeing advertising, paid media planning, creative material review, and fulfillment
- Review advertising contracts as part of the University's purchasing stream and administrative policy
- Collaborate with the creative team using a department-wide project management tool

Skills and Qualifications:

- In-depth knowledge of various paid marketing channels such as social and PPC (knowledge of traditional channels a plus)
- Thorough understanding of the digital media landscape
- Exceptional analytical and project management skills
- Broad knowledge of and experience with integrated marketing and communications

- Experience with Google Adwords platform
- Strong communication and relationship-building skills

Typically requires a bachelor's degree or higher plus four years of related experience, or an equivalent combination of education and experience. A degree in marketing, advertising, or a related field is preferred.

Apply online at <https://apptrkr.com/2530998>

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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