

Purpose

The Director of Digital Marketing will play a pivotal role in developing and executing Kappa Kappa Gamma's digital marketing strategy to drive brand awareness and member engagement as well as shape the overall digital experience.

Key Responsibilities

Develop and implement a comprehensive digital marketing strategy aligned with the organization's goals and objectives.

Identify new opportunities for digital initiatives to enhance the overall marketing mix.

Develop and implement a holistic digital experience strategy that integrates digital marketing and communications efforts.

Align digital strategies with the overall business objectives and customer needs.

Create and implement short- and long-term strategies for successful audience growth across multiple digital platforms in partnership with other Kappa Kappa Gamma leaders.

Manage and mentor a small team of digital marketing professionals, fostering a collaborative and innovative work environment.

Responsible for developing and/or evolving original and existing design concepts and approaches; overseeing multiple projects simultaneously through execution; and leading, directing, and inspiring a team of dedicated real-time marketing creatives.

Oversee the planning, execution, and optimization of digital marketing campaigns, including SEO, SEM, email marketing, social media, and content marketing.

Maintain and update the organization's website with in-house and outside resources.

Monitor website SEO results and develop programs to improve these results.

Collaborate with UX and design teams internally and externally to enhance the overall user experience across digital platforms.

Advocate for user-centric design principles to improve customer satisfaction and engagement.

Collaborate with staff data experts to ensure accurate and appropriate data sharing between the organization's databases and various platforms.

Utilize analytics tools to track, measure, and report on the performance of digital marketing campaigns.

Work closely with cross-functional teams, products, and design to align digital marketing strategies with the overall business objectives.

Provide insights and recommendations for improvement based on data analysis.

Manage the digital marketing budget, ensuring efficient allocation of resources to maximize ROI.

Evaluate and negotiate contracts with digital marketing vendors and platforms.

Collaborate with external agencies and partners to optimize digital marketing efforts.

Qualifications

A bachelor's degree in marketing, business, or related field. A master's degree is a plus.

Proven experience (five years) in digital marketing with a focus on strategy development and team leadership.

Three to five years of experience in web design and email marketing toolset usage, development, and deployment.

Strong understanding of digital marketing channels, tools, and trends.

Excellent analytical and problem-solving skills with a data-driven approach.

Demonstrated success in managing and optimizing digital marketing campaigns for business impact.

Exceptional communication and interpersonal skills.

How to Apply

Interested candidates should submit a resume, cover letter, and portfolio (if applicable) to kappacareers@kappa.org. Please include "Director of Digital Marketing Application" in the subject line.