WESTMONT

Marketing Cloud Administrator and Business Analyst (Full-time; 40 hrs/wk; 12 months)

Technology Services

Position Summary:

Responsible for sustaining and enhancing Marketing Cloud, the college-wide email marketing platform, with special attention to Enrollment, Marketing, and Communications. Supports all campus departments with branding and email platform adoption, making sure data lists are synced with Salesforce database and available for use at any time. Drives innovation in the areas of integrated, multi-channel communication flows, including SMS, video, and phone. Assists with admissions form building, event requests, and event attendance reporting as needed.

Qualifications:

Requirements include the following: BA with focus on Design and/or Analytics and 2 years of related admissions or marketing experience. Marketing Cloud professional certifications strongly preferred. Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations. Other requirements include: knowledge of best practice marketing design techniques, basic knowledge of HTML, advanced knowledge of Excel and data analysis tools, familiarity with Salesforce and Marketing Cloud, and ability to generate standard and custom reports including in-depth analysis summarizing data for review by leadership team and other stakeholders. Also requires: technical expertise regarding data models, data mining and segmentation techniques, strong knowledge of and experience with reporting packages. Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy. Must be adept at queries, report writing and presenting findings.

Essential Functions:

- Serves as primary administrator of college wide email marketing platform, Marketing Cloud.
- Provisions licenses to appropriate employees and departments on campus
- Supports department administrators by training staff and then reviewing email branding and content before email distribution.
- Ensure a consistent sync between Salesforce and Marketing Cloud, so marketing lists are always up to date.
- Understand, enforce, and enhance Communication Preference rules engine in Salesforce to give campus users better management with college communications messages and engagement.
- Understand and enforce Publication Lists and Preference Center within Marketing Cloud. Ensure a nuanced ability for external constituents to opt out of some college communications while not opting out of all.
- Report and Analyze how many subscribers the college serves at any given time, with attention to enhance the number of alumni, prospects, and donors we are able to communicate with by email and other methods.
- As possible, move the college toward a multi-channel communication strategy, utilizing text, video, phone, and physical mailings when appropriate.

- Assist in planning and releasing segmented communications channels and flow for the admissions funnel process (some occur daily, weekly, monthly and as needed)
- Identify where coordinated messages can be most effective with segmented audience groups
- Create a journey map of the student's experience through the admissions process and align with communications strategies and collateral
- Prepare profiles of key targets that provide broad overview listing attributes of a prospective Westmont students

Secondary Functions
- Build and update forms for events hosted by EMC
- Make sure the event calendar is up to date and properly aligned with email communications
- Assist with event attendance reporting
- Train and supervise student interns who are hired for marketing cloud work and/or email design work
- Prepare weekly reports for admissions counselors meetings regarding the communications going out
- Providing data reports that reflect all EMC activities related to marketing, advertising, social media, PR, admissions
- Articulate and document workflow and work processes with director of admissions and vice president
- Stay current on industry trends in data analytics and marketing
- Assist with the preparation for the Board of Trustees, President's Executive Team, Staff Forums, Faculty meetings (when requested) and present information
- Other duties as necessary as related to admissions and marketing activities (admissions events, recruitment if/when interested and available, etc.)

Workplace behavioral expectations include but are not limited to: working collaboratively and harmoniously with co-workers, brand partners at the college and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds. Other duties as assigned.

Reports to: Director of CRM and Data Services

Anticipated Hiring Pay Range: $22.07 - $28.97 per hour*

* *The pay range posted for this job opening reflects what Westmont College reasonably expects to pay for this position at the time of posting. Actual compensation will vary based on relevant factors such as work experience, education, training, skill level, and market conditions.*

*Professional Organizations for Higher Education
 CCC Consortium of Christian Colleges

NACCAP National Association for Christian College Admissions Personnel NAICU National Association of Independent Colleges and Universities CCCU Council of Christian Colleges and Universities

WASC Western Accreditation of Schools and Colleges

CASE Council of Advancement in Support of Education

AMA American Marketing Association

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