

## Purpose

The objective of the Digital Experience and Analytics Manager is to apply an understanding of digital channel capabilities (e.g., web, CMS, CRM, social, email, text, etc.) to integrate marketing campaigns and connect Kappa Kappa Gamma's mission with its members across the member lifecycle. With collaboration among cross-functional teams, this employee will manage and execute the day-to-day digital programs and activities as an integral part of the marketing and communications team for the Kappa Kappa Gamma enterprise, inclusive of the Fraternity, Kappa Foundation and Fraternity Housing Corporation.

## ESSENTIAL FUNCTIONS

- Manage and execute the day-to-day digital experience programs across the Kappa Kappa Gamma enterprise.
- Maintain focus on the ongoing refinement of the member lifecycle journey, its touchpoints, and channel opportunities/integration across all channels.
- Facilitate the member journey across channels to achieve business and campaign objectives.
- Collaborate with leaders of non-digital channels to ideate, create, and execute campaign integration opportunities.
- Represent the existing digital strategy in cross-functional meetings, championing the user's journey and member experience.
- Partner with creative services (in house and agency partners) and lines of business, leading others to understand strategic positioning and tactical dependencies.
- Execute campaigns and keep digital channels updated with current content and needs. This includes developing, creating and updating website pages as well as overseeing email campaigns.
- Analyze digital data and turn data into insights to drive engagement, conversion and loyalty.
- Continually monitor, test and evolve the member segment journey as needed to drive business and audience goals. Provide analytic reports and guidance to multiple teams.
- Work closely with the Digital Marketing Specialist to ensure the digital strategy is consistently executed.
- Assist and support the Fraternity's diversity, equity and inclusion (DEI) practices so the employee's work and the department/organization reflects Kappa's mission. Complete job duties with a focus on integrating diverse, equitable, and inclusive practices.
- Perform other duties as assigned.

## PREFERRED EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, communications, or a related field.
- Three to five years of experience with creating, executing, and analyzing digital marketing efforts.
- Experience with Google Analytics, Google Data Studio, Google Tag Manager, Adobe Creative Suite, social media analytics platforms (e.g., sprout social), and digital experience platforms, including AI tools (e.g., CMS and email.) Experience with the Optimizely suite of tools is ideal.
- Excellent written and verbal communication skills.
- Ability to be proactive and thrive in a complex and highly collaborative environment.

To apply, email your resume and cover letter to Beth Filipkowski, Director of Human Resources, at [kappacareers@kappa.org](mailto:kappacareers@kappa.org).