

Purpose

The ideal candidate for the Digital Marketing Specialist is someone who wants to dig in to develop the end-to-end email marketing campaign and communications practice. This employee will support and execute the day-to-day digital email 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 email marketing needs and support the digital marketing needs of the Kappa Kappa Gamma enterprise. Focus on the management and execution of email campaigns throughout the entire member lifecycle journey.
- Develop, create, set up and send email marketing efforts. Make updates to website pages. Support social media.
- Manage email channels and drive efficiency through increased segmentation of members and increased elements of personalization.
- Collaborate with teams to ensure maintenance of data, mapping, and flows are accurate in personalization efforts across digital channels.
- Create HTML and automated email templates and campaigns, including personalization efforts and artificial intelligence (AI) tools.
- Work with digital experience and analytics. Manage and follow the digital strategy set forth and maintain branding best practices.
- Analyze, monitor, and communicate email performance regularly and provide recommendations for enhancing campaign effectiveness.
- 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.
- One to two years of experience in creating and executing digital email marketing efforts or related work.
- Experience with email marketing software is required. Experience and/or familiarity with Google Analytics, Google Data Studio, Google Tag Manager, Adobe Creative Suite, social media analytics platforms (e.g., sprout social), and digital experience platforms (e.g., CMS and email) is ideal.
- Self-starter and self-motivated.
- Positive, ready-to-learn attitude.
- Great collaborator and willing to work with others in a matrixed environment.

To apply, email your resume and cover letter to Beth Filipkowski, Director of Human Resources, at kappacareers@kappa.org.