# Digital Marketing Manager

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**Job Number:** R0012398

**Digital Marketing Manager**

**Brandeis University | Office of Marketing and Communications**

Are you a data-driven digital strategist who loves optimizing campaigns, testing new ideas, and staying ahead of digital trends? Brandeis University is looking for a **Digital Marketing Manager** to lead and elevate our in-house digital advertising efforts across Google Ads, Meta (Facebook/Instagram), TikTok, and emerging platforms.

In this role, you will have the opportunity to shape Brandeis' digital strategy, drive measurable results in recruitment and engagement, and explore innovative tools-like AI and automation-to push performance to the next level. You will manage a mix of in-house campaigns and external agency partnerships, ensuring every initiative is impactful, efficient and aligned with institutional goals.

You will collaborate closely with a team of strategic thinkers, including the Director of Marketing Technology and Measurement, the Director of Marketing, and colleagues across marketing and enrollment. Together, you will build campaigns that advance Brandeis' mission and reach the audiences that matter most.

The hiring range for the position is $99.8k-$108.1k.

**What You Will Do**

**Campaign Strategy, Execution & Optimization (70%)**

- Lead the development, execution and continuous improvement of paid digital campaigns across Google, Meta, TikTok and other platforms.
- Use data to drive smart targeting-conducting keyword research and audience segmentation to inform strategy.
- Create and refine engaging ad copy and visuals tailored to audience and platform.
- Monitor campaign performance and adjust strategies to maximize impressions, CTR, conversions and ROI.
- Design and run A/B tests to identify winning messages, creative and formats.
- Manage budgets with precision, ensuring efficiency and high impact.
- Partner with internal teams to optimize landing pages, RFIs and other conversion points for better user experience.
- Report on key metrics, trends and insights to stakeholders, turning data into action.

**Vendor & Strategic Partnership Management (30%)**

- Oversee relationships with external digital marketing vendors; manage contracts, timelines and performance.
- Ensure vendor campaigns align with brand standards, marketing strategies and institutional priorities.
- Collaborate with internal marketing and enrollment teams to enhance vendor-delivered campaigns and hit performance goals.

**Requirements:**

- Bachelor's degree in marketing, communications, business or a related field.
- 5-8 years of hands-on experience managing paid campaigns on Google Ads and Meta.
- Strong understanding of SEO fundamentals and keyword tools.
- Proficiency with Google Analytics 4 and other performance measurement tools.
- Experience in A/B testing, landing page optimization and campaign data analysis.
- Knowledge of digital marketing trends and the higher education landscape.
- Google Ads Certification is a plus.
- Excellent communication skills-written, verbal and interpersonal.
- Curiosity, adaptability and excitement about integrating AI and emerging technologies into digital strategy.

**Why Join Brandeis?**

At Brandeis, you will be part of a mission-driven university that values creativity, innovation and measurable impact. This is a role where your work directly contributes to enrollment success, brand visibility and strategic growth-while giving you space to experiment, innovate and lead.

**Ready to shape the future of digital marketing at Brandeis? Apply today.**

**Pay Range Disclosure**

The University's pay ranges represent a good faith estimate of what Brandeis reasonably expects to pay for a position at the time of posting. The pay offered to a selected candidate during hiring will be based on factors such as (but not limited to) the scope and responsibilities of the position, the candidate's work experience and education/training, internal peer equity, and applicable legal requirements.

**Equal Opportunity Statement**

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