Digital Marketing Specialist (req35179)

higheredjobs.com/search/details.cfm

Type: Full-Time
Salary: $4,236.27 - $5,677.33 per month
Posted: 44 days ago
Category: Communications, Marketing, and Public Affairs
Inclusive

Requisition ID: req35179

Working Title: Digital Marketing Specialist

Position Grade: 13

Position Summary

About UCAM (University Communications and Marketing)

At UCAM, we work hard to showcase UNM's extraordinary accomplishments, serve the greater UNM community, and work to build national and international awareness of the University. Our team of talented communication, marketing and web professionals welcomes the opportunity to collaborate with all Lobos. We hope to work with you soon!

About Digital Strategy at UNM

We work to create a seamless and authentic digital experience for people who engage with UNM on our web and digital spaces. This work often leads to extensive collaboration with campus partners and the ability to learn quickly and adapt digital marketing and communication principles to the needs we experience in higher education.

About Digital Marketing Specialists

Day-to-day, the Digital Marketing Specialist assumes the hats of data analyst, SEO (and AIO) expert, UI innovator, and PPC project manager. They are tasked with the ability to implement and manage multiple projects both institutionally and across campus within the service center model. They have a responsibility to act as a collaborative support within their team here at UCAM and across campus.

About YOU

You don't just see yourself as a creative problem solver; you have concrete examples of how you are one. You speak your mind, ask questions, and consider ways to integrate a big-picture strategy into campaigns, web content and data measurements. You find joy in crafting a narrative around data and working with others to support SMART goals. You like to talk about identifying behavior patterns that lead to creative data-driven strategy decisions. You're ready to teach just as much as you're always ready to learn. It's a bonus if you love UNM and the community of Lobos who make it the most unique University in the world.

What you'll do day-to-day

- Implement pay-per-click campaigns for institutional and creative service clients
- Advise heavily on Search Engine and AI optimizations for web and marketing strategies
- Strategically optimize campaigns
- Recurring reporting on campaign performance and recommendations
- Implementation and troubleshooting data tracking systems
- Correspondence with campus stakeholders and clients
- Provide digital marketing services and guidance to key UCAM partners, including but not limited to UNM Online and the College of Nursing
- Some headline and copywriting
- Advising on the efficacy of multimedia assets with creative production team

- Marketing tasks that support marketers and communicators outside UCAM to uphold the brand style and strategy
- Eligible for one to two remote workdays per week upon successful completion of the six-month probationary period.

See the Position Description for additional information.

Minimum Qualifications

Bachelor's degree; at least 3 years of experience directly related to the duties and responsibilities specified.

Completed degree(s) from an accredited institution that are above the minimum education requirement may be substituted for experience on a year for year basis.

Preferred Qualifications

- You thought to yourself, "Hey, that's me!" when reading the "About You" section
- Knowledge of the higher education industry, trends, and distinct audiences
- Google Tag Manager, My Business and Search Console experience
- Agency work experience servicing multiple clients and projects concurrently
- Experience utilizing web development tools and practices
- Proficient at developing Looker Studio dashboards or other consolidated reporting tools

Campus: Main - Albuquerque, NM

Department: Univ Communication & Marketing (248A)

Employment Type: Staff

Staff Type: Regular - Full-Time

Status: Exempt

Pay: Monthly: $4,236.27 - $5,677.33

Benefits Eligible
This is a benefits eligible position. The University of New Mexico provides a comprehensive package of benefits including medical, dental, vision, and life insurance. In addition, UNM offers educational benefits through the tuition remission and dependent education programs. See the Benefits home page for a more information.

ERB Statement
As a condition of employment, eligible employees working greater than .25 FTE as determined by the New Mexico Education Retirement Act must make mandatory retirement

contributions. For more information, review the Benefits Eligibility at a Glance grid.

Background Check Required: Yes

For Best Consideration Date: 12/3/2025

Eligible for Remote Work
Yes

Eligible for Remote Work Statement
This position is eligible for a remote work agreement (RWA), to include Hybrid, In-State, and Out-of-State. For more information about Remote Work Agreements, please refer to UAP 3245, Remote Work, Section 5, Establishing a Remote Work Agreement and Section 6, Out-of-State Employee Responsibilities.
All Regular employees hired for an Out-of-State RWA must agree to an employee status of Term Appointment and subject to regular renewals no longer than yearly, in accordance with UAP 3200, Employee Classification. Renewal of Term Appointments is not guaranteed; the remote work arrangement, operational, and business needs will be considered in determining whether to renew the Term Appointment.

Application Instructions

Only applications submitted through the official UNMJobs site will be accepted. If you are viewing this job
advertisement on a 3rd party site, please visit UNMJobs to submit an application.

Please attach a cover letter, resume, and portfolio with examples of work.
The University of New Mexico is an Equal Opportunity/Affirmative Action Employer and Educator.

Related Searches:

- Communications, Marketing, and Public Affairs
- Inclusive Workplace

© 2026 HigherEdJobs. U.S. Patent 8,548,928