Marketing Data Engineer (Digital Marketing Specialist)

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Type: Full-Time
Posted: 9 days ago
Category: Communications, Marketing, and Public Affairs; +1 Database Administrator
Job ID: 318586

Department
VP COMMUNICATIONS & MARKETING (UA-VPCM-IUBLA)

Job Summary
The Marketing Data Engineer develops, supports, and optimizes data solutions that enable the personalization and measurement of digital marketing efforts. A technical and strategic partner, the engineer translates business requirements into actionable data solutions. Within the university's central marketing and communications team, this position will play a vital role in high-impact digital marketing efforts across Indiana University.

Department-Specific Responsibilities

- Supports audience data segmentation, as well as Google Analytics (GA) and Google Tag Manager (GTM) within a central marketing and communications context and across Indiana University's (IU) enterprise infrastructure.

- Supports leveraging data from Customer Relationship Management Tool (CRM) and other sources to enable personalized, relevant, targeted, digital experiences for audiences.
- ETL data from various sources to support measuring, visualizing, and analyzing data for business cases identified by colleagues.
- Collects, cleanses, standardizes, and stores data from various sources while ensuring integrity.
- Collaborates with stakeholders to understand data needs and develop effective data solutions.

- Stays current with industry trends, best practices, and research methodologies in marketing data.

General Responsibilities

- Plans, analyzes, and develops marketing and creative strategies to promote Indiana University through digital channels and increase exposure to a target audience.
- Reviews and analyzes usage trends and effectiveness of digital marketing strategies, determine and implement changes as necessary.
- Consults with staff, faculty, colleagues, departments, and/or other stakeholders to determine high-level strategies for specific programs, goals, audiences, and objectives.
- Collaborate with marketing and web teams to identify a target market and create a marketing campaign for digital technologies.
- Responsible for alignment with university mission, strategies, objectives, and brand guidelines across all digital marketing platforms and content.
- Designs user experience interfaces to ensure consistent and engaging platforms.
- May plan and develops integrated digital advertising schedules.

Qualifications
Combinations of related education and experience may be considered. Education beyond the minimum required may be substituted for work experience. Work experience beyond the minimum required may be substituted for education.

EDUCATION

Required

Bachelor's degree in English, communications, journalism, public relations, data science, Computer Science, Informatics, Information Systems, or a related field.

Preferred

Master's degree in data science, Computer Science, Informatics, Information Systems, or a related field.

WORK EXPERIENCE

Required

3 years in relevant field.

Preferred

3 years of experience in building data infrastructures, developing dashboards, and/or managing data collection and reporting.

SKILLS

Required

- Proficient communication skills.
- Maintains a high degree of professionalism.
- Demonstrates time management and priority setting skills.
- Demonstrates a high commitment to quality.
- Possesses flexibility to work in a fast paced, dynamic environment.
- Seeks to acquire knowledge in area of specialty.
- Demonstrates analytical skills.
- Demonstrates project management skills.
- Strong verbal communication and listening skills.
- Articulate and responsive to colleagues.

Preferred

- Strong commitment to the development, maintenance, validation, and usage of processes and quality standards.
- Demonstrates commitment to data privacy laws and ethical standards in data handling and usage.
- Proficiency with data management and warehouse tools (e.g., Google BigQuery, Denodo, Oracle).
- Demonstrates skills in managing and reporting data from Google Analytics.
- Proficiency in using Google Tag Manager and Google Tag Assistant to place marketing pixels and develop custom tracking across multiple sites.
- Proficiency with data pipeline construction.
- Strong Structured Query Language (SQL) skills.
- Basic programming language skills (ex. Python, R, Javascript, Personal Home Page (PHP), etc.)
- High attention to detail and commitment to data accuracy.
- Strong communication, collaboration, and problem-solving skills.

- Excellent organizational abilities and capability of managing multiple projects on tight deadlines.
- Ability to connect technical solutions to university strategy, business needs, and goals.
- Familiarity and understanding of digital marketing data and channels as well as complex institutional data.
- Experience with CRM / marketing automation (ex. Salesforce products), data visualization (ex. Tableau, Looker Studio, Power BI), and Customer data platform (CDP) tools.
- Familiarity with AI agents/chat bots (ex. ChatGPT, Gemini, Copilot).

Working Conditions / Demands
This role requires the ability to effectively communicate and to operate a computer and other standard office productivity equipment. The position involves sedentary work as well as periods of time moving around an office environment and the campus. The person in this role must be able to perform the essential functions with or without an accommodation.

Work Location
Indianapolis, Indiana or Bloomington, Indiana

Benefits Overview
For full-time staff employees, Indiana University offers a wide array of benefits including:

- Comprehensive medical and dental insurance
- Health savings account with generous IU contributions
- Healthcare and dependent care flexible spending accounts
- Basic group life insurance paid by IU
- Voluntary supplemental life, long-term disability, critical illness, and supplemental accidental death & dismemberment insurance
- Base retirement plan with generous IU contributions, subject to vesting
- Voluntary supplemental retirement plan options
- Tuition subsidy for employees and family members taking IU courses
- 10 paid holidays plus a paid winter break each year
- Generous paid time off plans
- Paid leave for new parents and IU-sponsored volunteer events
- Employee assistance program (EAP)

Learn more about our benefits by reviewing the IU Benefit Programs Brochure.

Job Classification
Career Level: Advanced

FLSA: Exempt

Job Function: Marketing & Communications

Job Family: Digital Marketing

Click here to learn more about Indiana University's Job Framework.

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Telephone: 812-856-1234

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