To apply, submit an employment application (click here for application), resume, and letter of interest to: Director of Marketing
Gregg Peterson, gapeterson@national.edu
5301 S Highway 16
Rapid City, SD 57701

INTERACTIVE MARKETING SPECIALIST
Position Description

Summary
The Interactive Marketing Specialist supports the marketing department’s projects and initiatives in accordance with the mission, core values, and purposes of the university. The Interactive Marketing Specialist is responsible for assisting in a variety of marketing-related efforts including online advertising, vendor management, and overall web presence.

Minimum Qualifications
Must satisfy the following minimum qualifications:
1. Associate degree required; Bachelor’s degree preferred in marketing, communications, or other related field; and
2. Two to three years marketing experience preferred; and
3. Experience with search engine optimization and marketing practices desirable; and
4. Experience with Google/Universal Analytics desirable.

Skills and Attributes
Must possess the following skills and attributes: passion for interactive innovation and new technology; excellent visual communication skills; strong interpersonal and team player skills; ability to work in fast-paced, demanding environment; strong time management, organizational, and research skills; written communication skills.

Essential Functions
The Interactive Marketing Specialist performs the following essential functions:
1. Coordinates assigned online/interactive advertising and marketing projects to ensure they are completed on time, within budget and with uncompromising quality.
2. Supports and enhances agency and partner relationships in media buying, SEO, and SEM space.
3. Identifies opportunities to increase online brand and program presence.
4. Gathers and assembles background information and conducts analysis as needed in development of reports, plans and strategies.
5. Conducts scheduled lead generation audits for routing accuracy and quality of inventory.
6. Helps promote uniformity and consistency of brand.
7. Serves as secondary webmaster for select web sites.
8. Monitors online chat and call-routing platforms.
9. Processes invoices for internal and external vendors.
10. Performs other duties as assigned.

**Required Work Hours**
Works a minimum of forty hours per week, plus other hours as may be necessary to complete job duties. A combination of day, evening, and weekend hours are required.

**Reporting and Supervisory Responsibilities**
1. The Interactive Marketing Specialist reports to the Director of Interactive Marketing.
2. This position has no supervisory responsibilities.

**Physical Requirements**
Must be able to speak, hear, see, write, type, dial, reach, and bend.

**Travel**
Some travel may be required.