



## Digital Marketing Specialist

### About Erskine College

At the heart of Erskine College is its Christian identity. The mission of Erskine College is to glorify God as a Christian academic community where students integrate knowledge and faith, equipped to flourish as whole persons prepared for lives of service, leadership, and influence through the pursuit of undergraduate liberal arts, graduate, and seminary education.

### Description

Erskine's Marketing and Communications Office is seeking a Digital Marketing Specialist to help advance Erskine's brand. This position reports to the Director of Marketing and Communications.

The ideal candidate should be creative and have prior knowledge of website development, social media, and digital marketing strategies. This is an on-campus position.

### Responsibilities

- **Social media development:** Generate social media strategy and content. Create social media graphics. Report on social media analytics.
- **Digital marketing development:** Generate strategy and content for paid digital advertising on multiple platforms such as Facebook, Instagram, and Spotify.
- **Website editing:** Edit and improve Erskine's websites and online archive. This includes developing content, improving the consistency and appearance of pages, assessing the user experience, and upholding accessibility standards.
- Other duties as assigned.

### Qualifications

- Bachelor's degree (preferred)
- Educational background and/or professional experience in social media management
- A working knowledge of Canva or Adobe design products
- Experience with digital advertising platforms, preferred

- Experience with WordPress or a similar website platform is a plus
- A working knowledge of video and photo editing software is a plus
- Attention to detail
- Strong written communication skills
- A personal relationship with Jesus Christ
- Commitment to Erskine's vision, mission, and statement of faith
- Willingness to offer spiritual support to students and staff

### **Application Process**

This position will be filled on or after July 1, 2026. To ensure full consideration, interested candidates should complete the online application, which can be found [here](#). In addition, please provide the following:

- Résumé (please include any relevant certifications)
- Cover letter
- References (at least three)
- If you have a portfolio of work, please email [holmes@erskine.edu](mailto:holmes@erskine.edu) and provide documents or links.