

## Digital Marketing and Communications Manager

Reports to the Communications Director

### **Job Summary:**

Responsibilities include generation of inbound traffic and cultivation of leads on workforce development topics. The highly motivated individual has experience and a passion for social media, digital marketing, creating brand awareness, blogging, podcasting, community participation, and leadership. May also provide technical support to delegate agencies.

### **Key Responsibilities and Duties:**

- Implement digital media marketing strategy under the leadership of the Communications Director
- Manage Social Media marketing campaigns and day-to-day activities including:
  - Build a base of followers on all social media platforms
  - Curate and create relevant content to reach The Partnership's ideal customers (images, video and written)
  - Manage all published content (images, audio, video and written)
  - Monitor, listen and respond to users in a "social" way while cultivating leads on and/or responding to trending topics
  - Develop and expand community and/or blogger outreach efforts
  - Develop and manage mass messaging or audio messaging campaigns
  - Oversee social media design (i.e., Facebook Timeline cover, profile pictures, thumbnails, ads, landing pages, Twitter profile, and blog)
  - Design, create and manage promotions and social ad campaigns
  - Monitor activity and compile reports for management demonstrating results and impact (ROI)
  - Become a voice for the Partnership in Social Media spaces, engaging in dialogues and answering questions where appropriate
  - Monitor trends in Social Media tools, applications, channels, design and strategy.
- Analyze, review, and report on effectiveness of campaigns, and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns where necessary.
- Monitor and implement effective benchmarks/tools for measuring the impact of Social Media campaigns.
- Manage communications/community engagement calendar
  - Attend regular meetings and update calendar of events
  - Create and manage social media calendar and content for events

- Create Newsletters and online publications
  - Capture and manage digital assets
  - Identify success stories and interview subjects for monthly features
  - Layout and provide final drafts for review and editing
  - Cover events to provide summaries for news features
- Manage website:
  - Update content when necessary
  - Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
  - Identify threats and opportunities in user-generated content surrounding the business.
  - Track and report website metrics
  - Copyedit and proofread web content
  - Maintaining consistent look and feel of all web properties

**Minimum Qualifications:**

- Graduation from an accredited college or university with a Bachelor’s degree in communications or related field or equivalent experience; significant experience in website/content management or, minimum of three (3) years’ work experience in area of social media and website content management.
- Possession of a valid Driver’s License and automobile insurance.
- Understanding of content management systems to edit websites
- Basic knowledge of coding HTML
- Knowledge of emerging web technologies through relevant blogs, listservs, and digital outlets
- Proven ability to manage content and production for high traffic websites and social media platforms
- Demonstrated ability to create and drive proven marketing strategy using testing and metrics.
- Understanding of all Social Media platforms and their functionality – Facebook, Twitter, LinkedIn, Mass Messaging Systems and other related or trending social media platforms
- Basic Adobe Photoshop skills - Picture resizing and cropping as well as document formatting

**Knowledge, Skills, Abilities and Other Characteristics:**

Considerable knowledge of the Workforce Investment and Opportunity Act and other federal, state and local workforce related initiatives is preferred.

Exceptional communication, written, and organizational skills

Ability to manage multiple projects in a fast-paced, deadline-driven environment

Ability to work independently

A core understanding of the development and implementation of distribution (channel specific) programs.

Excellent interpersonal skills.

Demonstrated leadership and analytical skills.

**The duties listed are not set forth for purposes of limiting the assignment of work. They are not to be construed as a complete list of the many duties normally to be performed under a job title or those to be performed temporarily outside an employee's normal line of work.**