

**DIGITAL CONTENT MANAGER**  
**Location: New Castle, DE/Cape May, NJ**

**Salary: \$76,912 to \$90,484 (Grade I)**  
**(Commensurate with experience and skills)**

**Opening Date: July 21, 2022**

**Closing Date: August 20, 2022**

**I. POSITION SUMMARY**

The Digital Content Manager is responsible for the planning, creation and posting of organizational content across multiple Delaware River and Bay Authority (DRBA) digital channels including websites and social media sites for all DRBA brands and facilities.

The position serves as the webmaster for DRBA.net and affiliated airports, bridge and ferry sites and prime content manager for DRBA social media sites. The person in this marketing/communications position is responsible for scheduling and posting content, monitoring analytics across channels, growing and maintaining the DRBA's digital footprint, leveraging messaging across platforms, tracking followings and engagement with key audiences, and evaluating the effectiveness of various platforms and messages in delivering and streamlining DRBA messaging.

This individual must have a thorough knowledge of website, social media and e-mail marketing best practices and keep current with trends in digital marketing techniques and strategies.

The position reports to the Director of Marketing and is part of a marketing team including a Digital Marketing Specialist and interns. The person must be able to work hands on in posting content, as well as manage third-party ad and communications agencies, and work in a consultative capacity with internal and external partners including all DRBA operations teams, HR, ITS, and public government partners. The role is committed to providing well-rounded story telling about the people, projects, and impact of work at the DRBA in the regions we serve.

**II. ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Administer and develop written and visual digital content on multiple web and social channels.
- Drive new interactive website and social media features from concept to execution.
- Leverage content across multiple social media and digital channels including YouTube/Vimeo, Facebook, LinkedIn, Twitter, Instagram, and other external and internal communications channels including new Intranet and Mobile Apps as developed.
- Track, analyze, report, and evaluate usage of all digital platforms and recommend improvements to increase effectiveness; develop strategies to maximize SEO including effective use of title tags and backlinks
- Assist in the planning and development of new digital communications channels for key audiences including employees, retirees, public officials, and the public.

- Ensure positive user experiences across platforms. Develop digital integration programs with existing offline services including retail/eCommerce and special events teams.
- Work with Legal and ITS teams to protect digital and brand reputation/assets by understanding copyright, Can Spam, digital legal regulations, and best practices.
- Maintain processes and procedures for monitoring digital reputation sites.
- Ensure brand consistency and requirements are met using industry best practices.
- Stay current with digital best practices; maintain a high-level understanding of the latest trends in social media; make third-party technology recommendations consistent with industry best practices; develop budgets to support recommendations.
- Provide the highest level of customer service and professionalism to all internal and external customers.

### **III. REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Demonstrated experience in social and digital media content management with an understanding of how to create effective audience reach with tone and messaging.
- Demonstrated understanding of web strategy, UX, SEO, SEM, and digital funnel management.
- Comprehensive knowledge of website design practices using current trends in marketing techniques; proficiency in web page creation, layout, and content posting.
- Experience with Web Content Management Systems. Drupal experience or experience with Gutenberg block CMS preferred.
- Experience with social scheduling such as Hootsuite, SkedSocial, or others.
- Experience with customer comment/question monitoring and reputation management programs such as Hootsuite and ReviewTrackers or others.
- Ability to track and measure ROI and KPIs including Google Analytics, Facebook Insights, and other digital analytical tools to analyze traffic to sites and make recommendations for content changes.
- Experience with basic HTML5 coding preferred.
- Knowledge of SEM and SEO best practices. Experience with travel and tourism search trends and practices preferred.
- Experience with media planning and campaign plan implementation. Understanding of segmentation and retargeting concepts and techniques.
- Strong capabilities and ability to issue management reports on key metrics and their implications using the full Microsoft Office Suite including use of Excel for analysis of web and social analytics.

- Solid understanding of digital design concepts and best practices including copyright best practices for pictures and images on digital platforms.
- Experience with funnel management and driving traffic between various digital platforms.
- Proven ability to build consensus and work effectively within cross-departmental teams and introduce new concepts to teams for consideration in increasing communications effectiveness.
- Strong verbal and written communications skills; capable of writing creative copy for digital and legacy advertising media.
- Strong project management and organization skills and ability to juggle multiple projects and deadlines efficiently. Self-motivated and able to prioritize work volume with little supervision; drive and ability to see problems through to completion; and able to handle multiple tasks and stay organized.
- Excellent interpersonal skills with ability to provide excellent customer service

#### **IV. REQUIRED EDUCATION AND EXPERIENCE**

- Bachelor's Degree in Marketing, Communications or Digital Media or equivalent number of years of relevant experience.
- Minimum of five (5) years of professional experience in digital marketing management including website content management systems, email management, reputation management programs, Google analytics, and social media cross-platform content management programs.
- Demonstrated experience with visual, video and text content development across multiple platforms including but not limited to Facebook, Instagram (stories and reels), Twitter, and YouTube. Experience with Pinterest, Tik Tok, or other platforms a plus.
- Experience with content strategy and digital marketing tactics (paid and organic) to drive audience engagement and growth.
- Strong writing and presentation skills including demonstrated expertise in copywriting, blogging, teaser copy, and PowerPoint presentations.
- Strong visual content skills including photography, video, and graphics management tools such as Canva, or the Adobe Creative Suite. Video content development and posting experience strongly preferred. Must be comfortable with a camera. Experience with InDesign, Photoshop, or Illustrator a plus.
- Familiarity with Google Analytics and experience in measuring user experience on the web and traffic patterns across multiple digital channels.
- Digital advertising experience including remarketing/retargeting campaigns, SEM and SEO, e-mail Can-SPAM compliance guidelines, and social media advertising campaign management.

**V. LICENSES, REGISTRATIONS, AND/OR CERTIFICATES**

- Valid driver's license
- Social media affiliations and certifications preferred.

**VI. SPECIAL REQUIREMENTS**

- All potential employees will be subject to a pre-employment physical, drug test, and background investigation
- Delaware River and Bay Authority requires all employees to have direct deposit with a financial institution or enroll in the payroll card program to receive their bi-weekly pay.
- Must possess a high ethical and moral character as privileged access to confidential data will be an essential component of the job function
- Required to be available for duty at all hours (24x7) as may be required in order to maintain continuous operation of the DRBA's web and social medial sites and coverage of special events.
- Will be required to travel to other DRBA locations

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**If you are interested in applying for this position please complete the on-line application at [www.drba.net/jobs](http://www.drba.net/jobs). In addition, you also have the option of attaching a resume to the completed application.**