

DIGITAL MARKETING COORDINATOR

Location: Cape May, NJ

Salary: \$60,400 to \$71,000 (Grade K)
(Commensurate with Skills)

Opening Date: December 16, 2022

Closing Date: January 16, 2023

I. POSITION SUMMARY

The Digital Marketing Specialist, as a member of the DRBA Marketing team, has a broad range of digital responsibilities and concentrates on developing and optimizing written and visual online content on a variety of Delaware River and Bay Authority web and social media sites. This position provides a wide variety of marketing experience as the person plays an active role in helping the DRBA build brand awareness, grow audience, and engage both the public and internal customers through multiple digital channels and outreach tools. This position is responsible for maintaining consistent content management activities across various specialized DRBA web and social media sites and assisting the marketing team in growing the Authority's online marketing reputation and presence. The Specialist is responsible for the day-to-day management of web and social media sites assuring the quality of content, maintaining the DRBA brand tone and reputation, building audience, and responding in a timely manner to comments, mentions and customer service questions/requests. The Specialist is responsible for monitoring and streamlining the user experience and staying up to date on emerging digital technologies to help determine potential fit with ongoing marketing strategic initiatives. This individual must have knowledge of digital design practices and keep current with trends in marketing techniques and social networking strategies. This position will report to the Director of Marketing and work closely with the Digital Content Manager.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work closely with the Director of Marketing and Digital Marketing Manager to set up web and social media marketing campaigns and circulate efficient and accurate reporting detailing results of each these marketing campaigns
- Track, report, and evaluate usage of the web and social media channels and recommend improvements to increase effectiveness in both audience reach and Search Optimization
- Work with other internal DRBA teams and business units to understand business needs for digital marketing outreach
- Work cooperatively with vendors to expand reach and ensure requirements are met for specific marketing campaigns or initiatives
- Stay current with emerging digital media and trends; advise on tactics for new channels and improved results of current channels; utilize quality control tools to maintain accessibility and brand quality of sites; maintain a high-level understanding of the latest trends in social media; make technology recommendations consistent with industry best practices; assist in developing budgets to support recommendations
- Provide the highest level of customer service and professionalism to all internal and external customers. Monitor comments, questions, mentions, and shares on digital channels and take appropriate response actions
- Create and place paid ads on various social platforms in line with marketing campaign strategies or audience outreach goals
- Have an ongoing interest in staying current and growing in the field. Attend online seminars and local conferences approved by the Director

III. REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Basic business experience on various digital platforms either as an intern, employee, or freelancer
- Basic knowledge of web content and design practices; experience in web page creation, layout, and content postings
- Knowledge of social media best practices, social networking strategies, and the correct use of social media management tools: experience with Hootsuite, Sked Social, or other scheduling tools is a plus.
- Demonstrated experience with multiple social channels preferred including but not limited to Facebook, Instagram, Twitter, LinkedIn, Tik Tok, Pinterest, YouTube/Vimeo, or others
- Basic knowledge of search engine analytics such as Google Analytics and other web analytical tools to maximize traffic to sites
- Some experience with one or more web Content Management Systems such as WordPress, Drupal, or others
- Familiarity with Adobe Creative Suite. Specific experience with InDesign, Photoshop, or Illustrator is a plus
- Ability to track and measure digital metrics using Google Analytics, Facebook Insights, and other tracking tools
- Understanding of editorial/social media calendar management
- Basic knowledge of HTML preferred
- Experience and understanding of e-mail marketing on any major e-mail platform preferred, but not required. Knowledge of opt-in, permission-based marketing, or CanSpam regulations is a plus
- Strong verbal and written communications skills; excellent interpersonal and customer service skills
- Self-motivated and able to prioritize work with minimal supervision; drive and ability to see problems through to completion; able to handle multiple tasks and be organized
- Ability to work independently and as a team member on projects
- Understanding of digital analytical tools or concepts
- Able to organize and prioritize work, be proactive, take initiative, resolve problems, follow through, and manage multiple priorities to ensure goals are met in a timely manner

IV. REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's Degree in marketing, business writing, communications, English, or equivalent, relevant experience working in digital marketing; An Associate's Degree with relevant experience may be considered
- Demonstrated professional experience or exposure to website content development
- One (1) to three (3) years of Social Media experience to include content creation and channel monitoring

V. LICENSES, REGISTRATIONS, AND/OR CERTIFICATES

- Valid driver's license
- Additional marketing certifications not required but are a plus

VI. SPECIAL REQUIREMENTS

- Subject to a background investigation and pre-employment physical including drug testing
- 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
- Required to be available for duty off standard business days/ hours as special events occur that need to be covered on digital channels, or emergency notifications/travel advisories need to be posted on various sites
- Required to travel to other DRBA facilities in Delaware and New Jersey as needed

If you are interested in applying for this position please complete the on-line application at www.drba.net. In addition, you also have the option of attaching a resume to the completed application.