



Digital Marketing Specialist

Elk Grove Park District

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Closing Date:

Salary: \$47,000 - \$54,000 DOQ

Description:

For more information and to apply please visit our website at:

<https://www.applitrack.com/elkgrovecparks/onlineapp/jobpostings/view.asp?internaltransferform.Url=&category=Marketing>

JOB SUMMARY

The Digital Marketing Specialist will build strategies to enhance our brand through social media, SEO, SEM and website content management. The Digital Marketing Specialist will implement digital marketing campaigns and analyze the metrics to measure effectiveness. This position is also responsible for the management and administration of Elk Grove Park District websites, social media accounts, mobile app, electronic newsletters and overall digital content .

ESSENTIAL JOB FUNCTIONS

Manage long term digital strategies and creation of website designs including SEO and SEM.

Administration, monitoring and maintenance of organizational digital marketing channels including: website administration, mobile app, content management systems and media platforms.

Analyze, interpret and report analytics for marketing strategies and content optimization for the website and mobile app.

Effectively communicate and train staff on web CMS and digital concepts to enhance communication between customers and the District.

Provide recommendations for digital marketing strategies, development plans, digital marketing program concepts, and advertising. Execution and analysis based on organizational objectives, brands and best practices.

Publish general and targeted eblasts for General EGPD, Pavilion Fitness and facilities and events to optimize open rates and activation.

Assist with the management of internal and external digital marketing resources including agencies, developers and other third-party partnerships (ie. Constant Contact, Screen Hub, Reach).

Plan and create written and visual content for Park District brands for use on digital platforms.

Manage content and updates for the mobile app for the Park District, knowledge of API integration for app and map usage.

Act as the social media community liaison for the organization and provide customer service to consumers through posts and web based interactions.

Create content for social media and lead the Social Media Committee for the Elk Grove Park District.

Create email content and distribute timely and engaging emails that exceed the national average click thru and open rates.

Assist with the creation of collateral materials to fit digital marketing needs.

Attend training and conferences to stay current with the latest trends in digital marketing.

MINIMUM QUALIFICATIONS

Proficient in Adobe Creative Suite, Google Suite, WordPress and Windows operating systems.

Possess a solid understanding of responsive design, social media, SEO, SEM and internet marketing strategies.

Ability to work independently or in a team based environment.

Ability to maintain positive and effective working relationships with other employees.

Ability to maintain a positive image and relationships with the community and third party partners.

Skill in coordinating numerous projects and working with multiple deadlines.

EDUCATION AND EXPERIENCE

Bachelor's degree in Marketing, Communications or closely related field: or a combination of three to five years of work and educational experience using Adobe Creative Suite and Google Suite.

Two or more years experience in web design/development and marketing.

Experience with HTML, CSS, JavaScript, Responsive Design and CMS systems is a plus.

Experience with web technologies including Dreamweaver, and WordPress.