



## **Digital Marketing Specialist - Full time Exempt**

### **Elk Grove Park District**

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**Closing Date:**

**Salary:** Hiring Range: \$43,351 - \$55,486 DOQ

#### **Description:**

For more information and to apply please visit our website at:  
<https://elkgrovecparks.bamboohr.com/careers/101>

#### **JOB SUMMARY**

The Digital Marketing Specialist will be responsible for improving Elk Grove Park District's brand awareness and community engagement on all digital platforms. This position will create and implement digital marketing campaigns, content calendars, content creation with support from the Marketing Department and regularly analyze digital marketing metrics to measure effectiveness. This position is also responsible for the management and administration of District websites, social media accounts, email marketing platforms, electronic newsletters, paid advertising, SEO, SEM, mobile app and overall digital content .

#### **ESSENTIAL JOB FUNCTIONS**

Implement digital marketing campaigns with marketing messages that are consistent with District goals and objectives.

Monitor all District websites and optimize their media, design, copy, SEO and SEM to improve searchability and user-experience. Administer, monitor and maintain the organization of all digital marketing channels including website administration, social media accounts, mobile app, content management systems and media platforms.

Analyze, interpret and report digital marketing analytics to improve marketing strategies and content for District websites, social media accounts, email marketing, paid advertising and mobile app usage.

Effectively communicate and train staff on website 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 initiatives based on organizational objectives, brands and best practices.

Create social media content calendars, content with support from the Marketing Department and copy for organic and paid social media content.

Lead the Social Media Committee for the Elk Grove Park District.

Publish general and targeted email marketing messages for District email lists to optimize open rates, engagement and activation.

Lead Google AdWords campaigns, Facebook Ads, LinkedIn Ads, Snapchat Ads, SEO and other SEM strategies as assigned.

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 ).

Research, plan and create written and visual digital content for all District program area brands..

Manage content and updates for the mobile app. Knowledge of API integration for app and map usage is preferred.

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

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.

### SPECIAL CONSIDERATIONS

Office hours are Mon-Fri 8:30-5pm. Evenings and weekends may be required based on activities taking place in the District.

Working knowledge of networking technologies, including security and encryption on the internet and basic networking concepts.

Recognize and demonstrate good knowledge and performance of organizational safety precautions and procedures including risk/crisis management.

Ability to train employees in the organization.

### MINIMUM QUALIFICATIONS

Proficient in Wordpress, Google Analytics, Facebook Business Suite, Snapchat Business Manager, Facebook Ads, Google Ads, Constant Contact, Instagram, Snapchat, TikTok, LinkedIn, Adobe Creative Suite, Google Suite, and Windows operating systems.

Ability to edit and create multi-media content for digital marketing channels.

Possess a solid understanding of responsive design, social media, SEO, SEM and digital 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 Wordpress, Google Analytics, Facebook Business Suite, Snapchat Business Manager, Facebook Ads, Google Ads, Constant Contact, Instagram, Snapchat, TikTok, LinkedIn, Adobe Creative Suite, Google Suite, WordPress and Windows operating systems.

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

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