

TITLE: Digital Marketing & Web Manager
REPORTS TO: Communications & Marketing Director
CLASSIFICATION: Full-Time, Non-Exempt (35 hour workweek)
COMPENSATION: Negotiable
LOCATION: Chesapeake, VA (currently remote)
POSTED: March 1, 2021
CLOSING: Until Filled

Excellent benefit package including medical/dental insurance, health savings account, complimentary life insurance, discounted Aflac benefits, 403b/Roth with match, and a generous leave program starting your first day of employment.

ABOUT OUR ORGANIZATION

We are one of 111 councils chartered by Girl Scouts of the USA, the world's leading organization dedicated solely to girls, where, in an accepting and nurturing environment, girls build character and skills for success. In partnership with caring adults, girls develop qualities to serve them all their lives: strong values, social conscience, and conviction about their potential and self-worth. We serve more than 10,000 girls throughout southeastern Virginia and northeastern North Carolina. With the guidance of nearly 5,000 dedicated and trained volunteers, girls discover the fun, friendship, and power of girls together. From exploring science, technology and the environment to learning about healthy living, anti-bullying and financial literacy, girls are given opportunities to be challenged and learn new skills.

SUMMARY OF POSITION

The digital marketing and web manager is responsible for the user interface and overall customer experience for internal and external websites including overall navigation flow, publishing content, layout of pages, and creation of individual graphic elements. They are also responsible for developing and implementing digital marketing campaigns that enhance brand awareness and promote the Girl Scout Leadership Experience.

ACCOUNTABILITIES

Digital Marketing

- Execute effective marketing campaigns through email and marketing automation.
- Create compelling email communications using supplied graphics and copy.
- Create and manage PPC campaigns using Google Ads.
- Create and manage a series of segmentation lists for targeted marketing.
- Optimize the customer journey from lead capturing to conversion using automations.
- Ensure all digital marketing messages generated are in compliance with the Council's brand guidelines.
- Capture key digital marketing metrics, analyze trends to optimize performance, and create analytic reports.
- Collaborate to align campaign deployments and cross-channel marketing opportunities.
- Utilize national assets in generating ads and promoting national campaigns.
- Create strategies to drive online traffic to our website.
- Participate in the annual audit to measure the effectiveness of digital marketing efforts.

Website

- Continually monitor and ensure optimal performance of sites. Ensure the web servers, hardware and software are operating accurately and sites are accessible.
- Ensure sites are accessible via a variety of browser types and screen settings.
- Conduct content audits to eliminate redundant and/or duplicate information.
- Implement search engine optimization strategies.
- Create a content marketing calendar to ensure regular content on the website throughout the year.
- Assist in creating plans, procedures and activities to support business recovery when problems occur. This task includes such things as backup and restoration procedures, vendor agreements, data retention, and restoration planning.

- Develop website performance metrics. Examine and analyze site traffic and create reports.
- Work collaboratively with all departments to update existing web pages and create new landing pages while adhering to page count limits.
- Ensure site/pages comply with branding guidelines and utilize national assets in promoting national campaigns.
- Participate in the department goal-setting, budgeting, and planning process. Manage assigned budget(s), work plans and goals.
- Compose technical documentation as required.
- Keep up to date with industry best practice.
- Actively support and promote the Council's commitment to excellent customer service, membership growth, community visibility, fundraising, diversity, and safety.

QUALIFICATIONS

Education, Experience, & Certifications

- Bachelor's degree in a related field or equivalent professional experience.
- Minimum 1 years' experience in web content management and/or digital marketing.
- Must have knowledge of web content management systems, HTML, and CSS.
- Knowledge of Salesforce Marketing Cloud preferred.

Skills & Competencies

- Excellent technical computer skills in Microsoft Office including Word, Excel, Outlook, customer relationship management systems (Salesforce preferred). Ability to learn new software required.
- Ability to extract data through effective filtering to create custom reports.
- Ability to clearly communicate verbally and in writing.
- Strong grammar, proofreading, and editing skills.
- Ability to analyze information, formulate work plans, articulate goals, and produce required statistical reports.
- Ability to work independently and prioritize work while managing multiple deadlines.
- Demonstrate a commitment and ability to interact with diverse populations.

Additional Requirements

- Subscribe to the principles of the Girl Scout Movement and become a registered member of GSUSA.
- Successfully pass background investigation.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls including the operation of computer keyboard, calculator, copier machine and other office equipment; reach with hands and arms; climb stairs; balance; bend and stoop, kneel, crouch or crawl; talk or hear within normal range for telephone use. The employee must occasionally lift and/or move up to 25 pounds. The employee must have close visual acuity to perform activities such as viewing a computer terminal, preparing and analyzing data and figures, and extensive reading.

APPLICATION INSTRUCTIONS

Visit <http://www.gscoc.org/en/our-council/employment.html> to complete an online application or email resume to hr@gscoc.org. You can also mail or fax:

Girl Scout Council of Colonial Coast, Human Resources
912 Cedar Road, Chesapeake, VA 23322
Fax: 757-547-1872

Equal Opportunity Employer