



Job Title: Digital Marketing Coordinator
Department: Development & Marketing
Reports To: Executive Director/CEO
FLSA Status: Exempt

SUMMARY

The primary responsibility of the Digital Marketing Coordinator is to create, implement and manage web, social media, and digital marketing strategies for Peggy Adams Animal Rescue League.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Maintain and manage the League's website.
- Support the Events & Marketing Team with special event websites.
- Coordinate with League staff to create, implement and update website and other digital content.
- Devise strategies to drive online traffic to the League's website.
- Improve the usability, design, content and conversion of the League's website.
- Track and report key digital marketing metrics.
- Develop, implement, and manage social media strategies to support League initiatives.
- Build online communities with long-term goal of converting fans to clients and donors.
- Develop and manage email marketing strategies and campaigns to support fundraising initiatives, peer-to-peer giving, special events and League programs and services.
- Maintain email lists for fundraising, marketing and general League communication eblasts.
- Manage vendor relationships and negotiate vendor contracts for website hosting and other digital marketing services.
- Utilize paid search, SEO and Google Ad Grants to maximize website visibility and digital marketing efforts.
- Utilize corporate brand identity to present unified messaging across all digital marketing channels.
- Evaluate customer research, market conditions and competitor data on an ongoing basis to ensure the League's digital marketing strategies are on-trend with industry standards.
- Coordinate with Development, Marketing & Finance to maintain robust, effective online donation opportunities on League websites.
- Develop and manage all aspects of the digital marketing budget.
- Produce videos to promote League initiatives including fundraising efforts, special events, animal marketing, sponsorships, etc.
- Develop and manage volunteer and internship opportunities to support digital marketing efforts.
- Support marketing activities and attend special events, as needed.
- Maintain domains and other website security in conjunction with website vendor and IT Manager.

QUALIFICATIONS

To perform this job successfully, and individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Highly proficient in website design and management.
- Working knowledge of HTML, CSS, and JavaScript development and constraints.
- Experience with Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Video Editing Software)
- Experience with social media strategy and implementation (Facebook, Twitter, Instagram, Pinterest, LinkedIn and willingness to learn new social sites.
- Proficient in Microsoft Office (particularly Word and Excel).
- Excellent project management and communication skills required.
- Strong attention to detail and ability to multitask.
- Willingness to continue education/training in emerging areas.
- Certification in one or more of the following areas preferred:
 - Google AdWords
 - Google Analytics
- Experience in Google Adwords and Facebook Advertising campaign development and management (PPC, content network, related media such as YouTube, etc.), preferred.
- Experience in analyzing campaign performance metrics and conversion metrics.
- Must be able to provide accurate information to the public at all times.
- Must be willing to participate in meetings with management, Board, and shelter staff, to share ideas and suggestions designed to improve the organization's ability to meet its objectives.
- Position requires some nights and weekends as related to special events and activities.
- Demonstrated ability to communicate in written and verbal format.
- Ability to provide the image consistent with the League values and goals, as well as the ability to deal tactfully and effectively with the public.
- Must have reliable transportation to events and meetings.
- Must be well organized, flexible, a self starter, and work well under pressure.
- Must support the League's mission, policies and practices.
- Possession of a valid Florida Drivers license and driving record acceptable to insurance carrier.
- Bilingual, a plus.

EDUCATION and/or EXPERIENCE

- Bachelor's Degree in digital marketing or related field; or three to five years related experience working in a digital marketing position; or equivalent combination of education and experience.

MATERIALS and EQUIPMENT USED

- Computer
- Telephone system
- DSLR Camera
- Editing Software
- Google Analytics
- Facebook Business

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- While performing the duties of this job, the employee is consistently required to stand and move. In addition the employee is constantly required to talk, hear and use hands for grasping, reaching and other operative tasks. The employee is required to stand and sit frequently. The employee will also be required to bend neck and twist body. The employee will be required to consistently lift an animate or stationary object of up to 20 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- While performing the duties of this job, the employee is frequently exposed to an indoor office environment climate condition. The employee is occasionally exposed to outdoor weather conditions. The employee is occasionally exposed to animal odors and animal fur.
- The noise level in the work environment is usually moderate.

By my signature, I hereby certify that I have reviewed the attached description of my position and agree to perform the duties described therein. I understand that the organization may make modifications, additions, or deletions to this job description at any time, and will notify me of any changes by sending me a revised copy for my review and signature.

Signature of Employee

Printed Name of Employee

Date