



Clay Center Digital Marketing Coordinator

Department: 1102

FLSA Status: Non-Exempt

Amount of Travel Required: As Required

Positions Supervised: None

Work Schedule: 8:30 AM - 5:00 PM Monday - Friday Some Evenings and/or weekends required.

Job Status: Full Time

Reports To: VP of Museum & Marketing

Job Type: Regular

POSITION SUMMARY

The Digital Marketing Coordinator will assist the marketing team in developing and implementing strategic and targeted promotional marketing campaigns and programs to maintain and expand the Center's audiences on various digital platforms. This position is responsible for website & onsite digital signage management, as well as graphic design assistance.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

- Manage online content (text, images, videos, links) for website. Ensure that online information is current and integrated with messaging on other marketing channels.
- Works cross-departmentally with those who are responsible for providing website content; serves as web content liaison; edits, approves and publishes content.
- Assist with timelines of digital projects and act as project manager of quick turn web updates.
- Perform regular audits of sites and channels to ensure content is accurate, fresh, and reflective of current campaign initiatives.
- Monitor and report on website performance through Google Analytics.
- Administer various types of digital marketing initiatives, including SEO, ADA compliance and more.
- Update, catalog, and archive the Center's internal promotional assets such as on-site signage, jumbotron and various monitors.
- Assist Senior Graphic Designer with design and edit of digital and print promotional images.
- Other duties as assigned.

POSITION QUALIFICATIONS

Competency Statement(s)

- Ambition - The drive to achieve personal advancement.
- Analytical Skills - Ability to use thinking and reasoning to solve a problem.
- Accuracy - Ability to perform work accurately and thoroughly.
- Assertiveness - Ability to act in a self-confident manner to facilitate completion of a work assignment or to defend a position or idea.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Consensus Building - Ability to bring about group solidarity to achieve a goal.
- Creative - Ability to think in such a way as to produce a new concept or idea.
- Customer Oriented - Ability to take care of the customers' needs while following company procedures.
- Enthusiastic - Ability to bring energy to the performance of a task.
- Detail Oriented - Ability to pay attention to the minute details of a project or task.
- Friendly - Ability to exhibit a cheerful demeanor toward others.
- Initiative - Ability to make decisions or take actions to solve a problem or reach a goal.
- Interpersonal - Ability to get along well with a variety of personalities and individuals.
- Motivation - Ability to inspire oneself and others to reach a goal and/or perform to the best of their ability.
- Organized - Possessing the trait of being organized or following a systematic method of performing a task.
- Persistence - Ability to complete tasks or continue in a course of action in spite of opposition or discouragement.
- Persuasive - Ability to influence others to change position or to adopt a specific point of view.
- Relationship Building - Ability to effectively build relationships with customers and co-workers.

SKILLS & ABILITIES

Education: Bachelor's Degree (four year college or technical school)

Experience: 1-3 years minimum experience working in marketing/public relations/communications or comparable field

Computer Skills: Proficient with Microsoft Office applications, website content management system, social media platforms, InDesign, and Photoshop

Other Requirements: Possess good judgement and discretion; the ability to establish and maintain effective working relationships; be able to work proactively to balance multiple tasks; have strong written and verbal communication and organizational skills; must meet absolute deadlines within fast-paced environment

PHYSICAL DEMANDS

- N (Not Applicable) Activity is not applicable to this position
- O (Occasionally) Position requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
- F (Frequently) Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
- C (Constantly) Position requires this activity more than 66% of the time (5.5+ hrs/day)

Physical Demands

- Stand O
- Walk O
- Sit O
- Grasp O
- Reach Outward O
- Reach Above Shoulder O
- Climb O
- Crawl O
- Squat or Kneel O
- Bend O

Lift/Carry

- 10 lbs or less O
- 11-20 lbs O
- 21-50 lbs O
- 51-100 lbs N
- Over 100 lbs N

Push/Pull

- 12 lbs or less O
- 13-25 lbs O
- 26-40 lbs O
- 41-100 lbs N

WORK ENVIRONMENT

Indoor-Climate Controlled

Prepared by: _____

Date: _____

Approval Signature: _____

Date: _____

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.