JOB DESCRIPTION

Job Title: Digital Content Manager
Department: Membership, Marketing & Communications
Reports To: Director of Membership, Marketing & Communications
FLSA Status: Exempt

Position Summary: The Digital Content Manager, reporting to the director of Membership, Marketing and Communications, is responsible for the overall digital strategy, analytics, and operation of CEC’s web and digital presence in collaboration with the Communications and Marketing Managers. As a thought leader on best practices for sharing content online, the DCM will work as a partner with all departments and volunteer leaders to build and grow a strong digital presence; advise staff on best practices for presenting different types of content on the web and building readership; establish procedures for tracking relevant data and implementing proper SEO; and ensure up-to-date web content strategies are in place. The DCM collaborates with team members to ensure that online content is accurate, current, engaging, and aligned with CEC’s content strategy. The DCM may be asked to assist staff in creating graphics, infographics, video, or new media. Upon starting this position, the DCM will immediately lead CEC through the development of a new website, including selecting and working with outside vendors to overhaul CEC’s digital presence.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Update and maintain website content with defined style and identity standards.
- Track necessary updates and work with staff and volunteer leaders to schedule webpage review as necessary.
- Collaborate with CEC team members to identify technical solutions and opportunities to enhance and/or develop new online content.
- Work with fellow Communications and Marketing team members to develop and execute online strategy that takes CEC’s digital campaigns to the next level.
- Oversee the maintenance of CEC’s website, support web initiatives, and optimize site performance based on goals, pain points, and analytics.
- Identify KPIs in conjunction with marketing and membership teams. Create and execute strategies that enhance user experience, as related to content, design, optimization, and navigation.
- Collaborate with stakeholders to implement new tools and technologies to improve usability.
- Report and analyze web metrics to guide strategy and implementation of online projects.
- Ensure that web content is optimized for sharing on CEC’s social channels.
- Select, manipulate, and manage web graphics, photography, and video content, including email design, social media graphics, print collateral, videos, and other design opportunities.
- Partner with Communications Manager and Marketing Manager to develop a comprehensive MarComm strategy that utilizes the digital abilities of CEC’s website.
• Partner with Publications Manager and Database Manager to ensure seamless ecommerce systems are in place and connected to the membership database.
• Implement ecommerce strategies to increase website conversion rate.
• Manage day-to-day website operations to make sure new content and products are QA’d and launched accurately and on-time.
• Provide technical guidance and content management support to volunteers and staff of CEC Division and Unit leaders responsible for affiliate websites.
• Collaborate with external vendors, including web design, development, security, and maintenance; collaborate with staff on the selection of external software providers that add functionality to each department.

Qualifications Knowledge & Skills Required: To perform this job successfully, an 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.

• Bachelor’s degree in web design, graphic design, marketing, communications or, related field.
• A minimum of five years of experience in website management, including experience in various content management systems (Drupal and Wordpress preferred).
• Strong project management skills.
• Familiarity with Google Analytics, search engine optimization, and best practices for developing new media.
• Proficiency in HTML and CSS.
• Demonstrated experience implementing best practices in digital communications, marketing, and graphic design (to include typography and layout).
• Strong grasp of security principles and how they apply to E-Commerce applications, and online threats.
• Experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Acrobat) and proficiency using Microsoft Office Suite (Word, Excel, PowerPoint).
• Strong oral and written communication skills.
• Ability to work both independently and collaboratively within a fast-paced, entrepreneurial environment.
• High level of initiative, critical thinking and problem-solving skills.
• Preferred skills: email design, video production, server-side technical skills, vendor selection, and project management.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.