DIGITAL MARKETING SPECIALIST

DEFINITION
The Digital Marketing Specialist plays an important role in marketing and promotions of the City and is assigned to the City Manager’s Office. Under direction of the Communications and Marketing Manager, the Digital Marketing Specialist provides support in the execution of the City’s multi-media programs and public information campaigns. The Digital Marketing Specialist is creative and well-versed when it comes to communicating to a diverse community or group of people. The Digital Marketing Specialist will join a team that is working to enhance user experience, increase subscribership and overall, optimize digital engagement programs for the City. The position is ideal for a high energy individual who is excited about joining a team who is aiming to build and grow the City’s brand.

EXAMPLES OF DUTIES
The incumbent shall be expected to perform, at various times, the following functions and duties:

- Participates in the coordinating and operations of the City’s multi-media productions to include social media, website, email and other digital media platforms;
- Assists in content creation for public information and branding of the City;
- Researches, writes and prepares written drafts for news releases, talking points, fact sheets, and press kits;
- Uses Photoshop, Illustrator or other similar publishing programs to create marketing materials;
- Tracks and analyzes digital content using Google Analytics, Facebook Analytics or other analytical tools;
- Assists in special projects that require research, development and implementation of multi-media and/or technology;
- Performs other work as assigned.

QUALIFICATIONS

Knowledge Of:

- Preferred knowledge of Adobe Creative Suite;
- Knowledge of social media platforms like Facebook, Twitter and Flickr;
- Microsoft Office to include Excel, Word, Publisher and Powerpoint;
- Research and development principles;
- Or versed in local news media networks.

Ability To:
- Provide office administrative assistance to the Communications and Marketing Manager;
- Quickly pull talking points from large documents or summaries;
- Craft short, concise messages for social media distribution;
- Demonstrate a “short learning curve” when it comes to the use of multi-media programs, like Adobe;
- Analyze and measure digital data;
- Collaborate, communicate and work well with a variety of City departments and the public.

**Education and Experience:**

A sufficient combination of work experience, training and/or education which demonstrates possession of and competency in requisite knowledge, skills and abilities. An Associate’s Degree or working towards a Bachelor’s Degree in the field of Communications, Journalism, Graphic Communications, Multi-media and/or Marketing from an accredited college or university is preferred.

2-4 years of increasingly responsible office administration experience and an appropriate level of experience in multi-media either through academic or professional work.

**LICENSE**

Possession and maintenance of a valid Class C California Driver’s License with a satisfactory driving record.