

# JOB DESCRIPTION

**JOB TITLE:** Digital Marketing Coordinator

**DEPARTMENT:** Corporate Marketing & Communications (CM&C)

**REPORTS TO:** Director, CM&C

**DATE OF THIS REVISION:** Sept. 2024

## **BASIC PURPOSE OF THIS JOB:**

- Manage website and intranet content including oversight of website content management system (CMS), page/site updates, content schedule, and image and document libraries
- Execute tasks related to search engine optimization (SEO) strategy to improve site experience, traffic, and visibility
- Manage key aspects of email marketing initiatives (e.g., writing and proofing copy, managing contact lists, creating/editing email templates, scheduling, etc.)
- Coordinate with Marketing Manager on development and execution of social media strategy
- Write social media posts and manage social media editorial calendar
- Monitor social media engagement
- Monitor, compile, and evaluate data from various platforms (e.g., Google Analytics, email marketing, etc.); analyze results and develop dashboard reports
- Provide support in content development and distribution
- Manage department publications, distribution of materials, invoices, online libraries, digital assets, and archives of materials
- Serve as department liaison for Salesforce and customer relationship management (CRM) tools
- General administrative and marketing support for other special projects

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## **REQUIRED QUALIFICATIONS AND SKILLS:**

- 3-5 years of experience in a digital marketing role
- Experience in website content development/management
- Solid understanding of digital marketing strategy and trends
- Excellent communication skills – writing and editing
- Attention to detail in reviewing and proofing content to ensure communications are accurate, grammatically correct, and error-free
- Experience in storytelling using digital tools and visual elements
- Strong planning and organizational skills; ability to manage multiple projects and tasks while meeting deadlines and budget requirements

## **DESIRED QUALIFICATIONS AND SKILLS:**

- BS or BA in marketing, communications, or related field preferred
- Proficient knowledge of social media platforms (including Facebook and LinkedIn), WordPress, Google Analytics, and Google Search Console
- Proficient in Microsoft Office programs, including Word, Excel, and PowerPoint
- Working knowledge of Adobe Creative Cloud, including InDesign and Adobe Express
- Displays initiative in personal and professional development
- Creatively problem-solve and work in a fast-paced, ever-changing environment
- Proactively provide input and ideas to improve overall digital marketing strategy

## **WORKING CONDITIONS:**

- Typical business office environment
- Some travel may be required; up to 10% possible

## **ESSENTIAL FUNCTION #1: Manage website content and SEO strategy**

### **OBJECTIVE:**

**Percent of time:** 30%

Dedicated monitoring and management of company website and intranet with a focus on content updates, page creation/adjustments, coordination with various departments, monitoring website performance and maintenance, and optimizing on-site search. Compile and evaluate Google Analytics data and make adjustments or recommendations based on site performance. Manage ongoing efforts to optimize SEO tactics and strategy. Ensure adherence to content and design standards. Stay current with best practices, strategies, industry standards, and regulations. Participate in ongoing strategy and planning meetings as part of website project team.

## **ESSENTIAL FUNCTION #2: Support for marketing and social media projects**

### **OBJECTIVE:**

**Percent of time:** 30%

Assist Marketing Manager with social media activities that include monitoring platforms, developing content, evaluating results, and engaging with users. Participate in development of overall social media strategy. Support for company-wide content development and distribution efforts in areas of research, content curation, development of visual/graphical elements, editorial review, and coordination with content experts.

## **ESSENTIAL FUNCTION #3: Manage email marketing campaigns**

### **OBJECTIVE:**

**Percent of time:** 25%

Work with members of CM&C department and other internal staff to plan for, develop, and create email marketing campaigns. Manage email marketing tool to develop target contact lists, create/design email templates, review copy and other elements, schedule and distribute emails, and share post-distribution reports with internal team. Identify best practices and other information to help guide efforts. Stay current with industry standards and regulations.

## **ESSENTIAL FUNCTION #4: Manage department materials and administrative duties**

### **OBJECTIVE:**

**Percent of time:** 15%

Provide proofing and writing assistance to other areas of organization for special projects. Fulfill administrative duties on behalf of department. Maintain archive of collateral and marketing materials. Responsible for check request processing of invoices. Distribute department materials, company collateral, and newsletters. Carry out administrative tasks associated with position.

NOTE: Job duties and/or qualifications are subject to change at any time.

### **About Copic**

Copic's mission is to improve medicine in the communities we serve. We strive to be the premier diversified service organization providing professional liability insurance and other needs of the health care community through advocacy, innovation, and the commitment and dedication of our employees.

We offer competitive wages, a comprehensive and highly sought-after benefits package including health, dental, vision, life insurance, long term disability, employee assistance program, 401(k) plan, pension, short term disability, paid time off and holidays, and a great work environment with fun, friendly people who truly enjoy their work. Hiring range for this position is \$58,385/annually to \$72,981/annually.