

POSITION DESCRIPTION

Electronic Marketing Specialist

REPORTS TO: Director, Marketing

DATE REVIEWED: June 2005

DEPARTMENT/DIVISION: Marketing & Sales

SUPERVISORY RESPONSIBILITIES: None

BUDGET RESPONSIBILITIES: None

CLASSIFICATION: Exempt

POSITION SUMMARY:

The Electronic Marketing Specialist has overall responsibility for ensuring that XXXX's electronic marketing efforts – consisting primarily of the Web sites and electronic email content – effectively meet the marketing and branding objectives of XXXX and its programs. Through regular coordination with other XXXX departments, the Electronic Marketing Specialist manages the content of the society's Web sites. The Electronic Marketing Specialist tracks Web and email marketing efforts through Web trends and email tracking software and provides timely and informative reports to Marketing team. Provides assistance to Marketing team members in the development of electronic marketing collateral to include some designing and editing of landing pages and banners as well as broadcast email production and distribution.

PRIMARY RESPONSIBILITIES:

1. Maintains accuracy and functionality of XXXX-hosted Web sites. Makes changes as requested by XXXX staff. Adds new content as it becomes available.
2. Assists in maintaining overall structure of site directories and files; updates site navigation and file structure as appropriate.
3. Works directly with staff in all departments, including IT, in the ongoing management of site content, navigation, customer queries, file structures, design, graphics and branding.
4. Works directly with Membership Team, IT and others in the interface of osa.org and the members-only functionality, particularly in regard to the AMS interface (Q).
5. Works with Web Developer(s), IT staff, and others in Marketing to change or maintain technical integrity, design, and content accessibility of sites.
6. Responsible for quality control of XXXX-hosted Web sites to include: functionality of all links, load times, content accuracy/timeliness, consistency, and easy of use.
7. Tracks Web site visitor and other site activities and provides regular tracking reports, summaries and marketing recommendations.
8. Provides design support as needed for such marketing elements as landing pages and banners.
9. Develops e-marketing collateral as needed to include production and distribution of broadcast emails.
10. Makes recommendations for ways to improve the effectiveness of XXXX's electronic marketing programs both in terms of audience appeal and efficiencies of internal processes.

EDUCATION AND EXPERIENCE:

- Bachelor's degree or equivalent related experience in graphic design, electronic marketing, communications, or marketing.
- Experience in Web production or elements of Web site development.

SKILLS AND ABILITIES:

- Proficiency in HTML
- Graphic design/production skills, including web design and implementation using Cold Fusion Studio or Dreamweaver
- Proficient in Web graphics creation using Photoshop, Imageready, Illustrator, Acrobat/PDF.
- Experience with Mac and PC (Windows NT server) operating systems and programs
- Excellent written and verbal communications skills, proof-reading and editing are helpful
- Java/Javascript, ColdFusion, ASP, SQL, CSS, RSS, and DHTML are a plus
- Flash is a plus
- Prior experience with broadcast email production and distribution processes are a plus
- Familiarity with CAN SPAM regulations are a plus
- Experience dealing with SPAM issues are a plus