



December 2020

## Manager – Digital Marketing & Communications

### Marketing & Communications

#### Position Description

The Manager, Digital Marketing & Communications reports to the Staff Vice President (SVP) for Marketing & Communications and provides integral digital marketing and communication support for a wide range of programs, campaigns, products, and services and oversees SNA's web presence.

In the first half of 2021, the role will oversee the implementation of a new content management system and assist with the development of an associated content management strategy.

#### Position Responsibilities

##### Digital Strategy

- Create an overall digital content strategy in concert with the SVP and Marketing Director to amplify the organization's reach, expand our audience, deepen the engagement with members and decision-makers, raise membership numbers, and increase brand awareness and event attendance.
- Research and update Center knowledge repository on best practices across content types, social algorithms, email design, web presentation and SEO.
- Meet regularly with SNA staff to understand their digital marketing needs and priorities and collaborate to align requests to the annual marketing strategy.
- Research upgrades and additions to the SNA marketing technology stack and suggest additions where opportunities will improve SNA's ability to reach and grow membership and audience.

##### Social Media

- Shape the social media strategy in collaboration with the SVP and Director of Marketing.
- Serve as the main content manager for SNA social media accounts, create content, and execute and track all Association social media activities.
- Monitor and collaborate with SNF and advocacy teams on social media overlap and strategy and maintain the SNA Social Media calendar.
- Establish benchmarks for individual channel performance, then experiment with tactics to improve, tracking progress through weekly analytics reports.
- Write, edit, and approve social content, assign social content writing projects to the Marketing Coordinator, and lead/manage live Twitter chats in alignment with the social media strategy.
- Research and monitor hashtags and influencers in or adjacent to the school nutrition space; engaging where beneficial to SNA.
- Determine the optimal campaign mix for impact (timing, content, channels)
- Create paid ad campaigns on social media to increase to reach of SNA content and acquire leads
- Adapt to changing social media trends, best practices and tools.

##### Email Marketing

- In partnership with the SVP and Marketing Director, create an email strategy to increase member loyalty and grow subscriptions to eNewsletters.

- Stay abreast of email marketing trends and best practices, ensuring optimal use of current tools and technologies to increase efficiency and expand our reach, such as A/B testing, campaign automation and social media integration.
- Craft content for and create all SNA eNewsletters, executive emails, and event announcements.

#### Web Maintenance and Optimization

- Responsible for the overall content and quality of the website, including project planning and implementation for related initiatives, regular review of all content, processes for updating content, and assists in identification of content update needs.
- Oversees work of web specialist to manage and update website content and support web connections to member database.

#### Graphic Design and Video Editing

- Occasionally create imagery and videos for social media campaigns, blog posts, and web pages.

#### Analytics

- Establish benchmarks and metrics for digital products.
- Produce and analyze monthly analytic reports for the web, e-newsletters, e-blasts and digital magazine, and provides them along with recommendations for adjustments to relevant SNA staff.
- Provide campaign-based, monthly and quarterly reports for SNA leadership on defined benchmarks and metrics.

#### Other Duties as Assigned

Performs other duties as assigned.

#### Position Requirements

##### Education

Bachelor's degree in marketing and/or communications and/or related experience.

##### Qualifications

- Three to four years of progressive responsibility in digital marketing or communication positions with experience developing and implementing integrated digital marketing and communication plans and campaigns from start to finish (including tracking and reporting) for a wide range of programs, events, products and services.
- An understanding of the data coming out of marketing platforms as well as how to analyze and create meaning from that data to drive decision making.
- Organization and project management skills to manage internal and external workflow processes. Knowledge of agile development methodologies and software platforms such as Trello, Basecamp, or Wrike is expected.
- An understanding of the architecture and workflow processes of CMS as well as how to leverage tools and content approval mechanisms to increase efficiency in a distributed content-creation environment.
- Expertise using marketing automation and A/B testing to streamline, automate, and optimize MarCom efforts, enabling personalized targeting and campaign optimization through constant testing and analysis.
- Experience creating user and customer experiences that continue beyond a sale and include onboarding, communications, and upsells.

- Ability to probe and leverage member wants, needs, and pain points, using them to build a full customer experience, from growing awareness of products and services through the full member lifespan.
- Understanding of paid advertising on social, social chatbots, emerging platforms, how to build engaging communities on social, where their audiences are, and what type of creative content will most appeal to them.
- Ability to create and repurpose content in various forms to fit various social feeds and strong analytic capabilities to measure which social campaigns drive traffic and purchases.
- Experience managing multiple business social media accounts and successfully leveraging social media technologies to increase followers and engagement.
- Experience developing web content strategy and familiarity with web content management systems (awareness of HTML and CSS helpful).
- Ability to work with Photoshop, Illustrator and InDesign, as well as Canva to edit and/or create branded social media graphics and the ability to advise on and edit video content into social media clips as needed.
- Experience with e-marketing systems (such as Constant Contact).
- Proven abilities to take initiative as a self-starter, think creatively, anticipate needs and act accordingly, problem-solve, follow direction and demonstrate accountability to meet goals and deadlines.
- Ability to write engaging promotional copy for a variety of audiences and repurpose it across multiple communications formats (i.e., eNewsletters, social media, print, video, etc.).
- Demonstrated ability to successfully work independently and as part of a team with the ability to draw connections between day-to-day job responsibilities and the goals of the organization.
- Excellent writing and editing skills for drafting, editing, and proofing routine correspondence, writing emails, presentations, reports, updates, summaries and other communications for a wide variety of audiences.
- Strong detail-oriented, organizational skills with the ability to manage multiple tasks with different timelines in a fast-paced environment with fluctuating workloads and changing priorities.
- Excellent verbal and interpersonal communication skills with the ability to and patience to work with and provide customer service to a wide variety of internal and external stakeholders.
- Demonstrated experience using a database (Aptify preferred) to access customer or member information, using the internet to conduct research, and proficiency in Microsoft tools such as Word, Excel, PowerPoint and Outlook.
- Experience working in a non-profit or association preferred.

#### Position Relationships

- Works with SNA staff.
- May work with outside vendors, contractors, and consultants on specific projects as needed.

#### Supervision

Receives general supervision and direction from SVP Marketing & Communications. Exercises independent judgment and discretion.

#### FLSA Classification

Exempt

## Other Factors

- General office desk work and moving around throughout the SNA Headquarters offices.
- Occasional lifting of files or computer equipment <10 lbs.
- Occasionally, additional hours moving around at SNA and other meetings at conference center facilities, hotel facilities and other organizations' locations.
- Occasional travel to SNA meetings required.
- Occasional evening and weekend work required.