



Flourish with us as our Digital Marketing Manager!

Join our team of dedicated professionals in strengthening our community for current and future generations by helping people make a difference in the lives of all.

As the Digital Marketing Manager, you will collaborate with the Vice President of Community Engagement and the Director of Marketing and Communications to help define, lead, implement, and manage a highly effective digital and social media strategy that aligns with the Foundation's strategic goals, mission, and values. Responsibilities include creating and managing content calendars for communications, including the blog, social media channels, website, and digital newsletters along with leading the production of our *Voices from the Valley* podcast. The Digital Marketing Manager creates graphics, videos, and other images for social media along with content for printed publications for various audiences, and manages the Foundation's digital library of photos, logos, and other marketing pieces. This position is responsible for developing, leading, and benchmarking an impactful social media plan to grow engagement and awareness by implementing the Foundation's branding voice on all digital platforms.

If you have a degree in digital marketing, communications, or a related field with five or more years of experience working in digital and/or social media administration and management, we want to hear from you! Qualified candidates must have experience in mail marketing content programs, proficiency in Office 365, strong knowledge in website tracking and tagging, and familiarity with digital marketing platforms for social media, mail programs, web design and content, and podcast and video production. Please see the detailed job description below.

We have been certified since 2022 as a silver-level Employee Friendly Workplace by the Fox Cities Chamber of Commerce. This certification recognizes employers who demonstrate a significant commitment to promoting work/life integration by creating a positive work environment and experience for all employees.

We offer a flexible and hybrid working environment. Our team currently works in our office at 4455 W. Lawrence Street in Appleton, WI, or remotely in the Fox Valley area. In addition to a flexible working environment, it is important to us to offer a generous benefit package to our team members. Our current package includes health, dental, and vision insurance, 401(k), paid time off, paid volunteer hours, and professional development. This position is a full-time, benefits eligible position. The salary range starts at \$59,175. A start date no later than November 2024 is preferred.

We are excited to learn more about your experience! **Please submit your resume and cover letter to careers@cfoxvalley.org using the following email subject line: Digital Marketing Manager.**



Job Description

POSITION TITLE: Digital Marketing Manager

DEPARTMENT: Community Engagement

LOCATION: Community Foundation for the Fox Valley Region 4455 W. Lawrence St. Appleton, WI 54914

REPORTS TO: Director of Marketing and Communications

FLSA CLASSIFICATION (EXEMPT OR NON-EXEMPT): Exempt

CLASSIFICATION: Full-Time Benefits Eligible

LAST UPDATED: September 2024

POSITION SUMMARY

The **Digital Marketing Manager** is part of the Foundation's dedicated team of professionals who work together under the core values of integrity, respect, teamwork, stewardship, and diversity, equity, inclusion, & antiracism (DEIAR) to support the strategic direction and mission of the Foundation, strengthening our community for current and future generations by helping people make a difference in the lives of all.

The **Digital Marketing Manager** is responsible for working with the Director of Marketing and Communications to provide direction and management for the implementation, maintenance and ongoing development of digital content and engagement touchpoints, identifying both strategic and technical opportunities for improving and optimizing our visitors' and users' digital experience. This position is responsible for evaluating emerging digital platforms and technologies to determine their potential value and uses from a consumer engagement standpoint.

The **Digital Marketing Manager** works with the Director of Marketing and Communications to plan, develop, and implement digital marketing, video, social media, website, email, and the overall digital presence of the Foundation. The Digital Marketing Manager oversees the online communications pieces and spaces for key audiences, events, branding and community awareness. This position is responsible for the coordination of the digital user experience by working with technology vendors and Foundation staff on enhancing and maintaining the Foundation's digital and social media spaces.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Fundamental Responsibilities

- Collaborates with the Director of Marketing and Communications and Vice President of Community Engagement to define a highly effective digital and social strategy that aligns with the Foundation's strategic goals, mission, and values.
- Works with Director of Marketing and Communications in supporting content strategy and planning activities.
- Implements branding voice on all digital platforms including websites, videos, podcasts, social channels, and digital e-newsletters.
- Leads Intranet management and content creation.
- Leads website content creation to inform stakeholders and enhance visitor engagement, ensuring the timely update of new information and content on main and regional affiliate websites.

- Manages content calendars for communications, including the blog, social media, and podcasts, which includes leading the outreach and content planning.
- Develops and leads a robust and impactful social media plan to grow engagement and awareness.
- Helps expand the Foundation's technology platforms and stays current in digital and social media trends and best practices to maximize web and other digital marketing tools.
- Creates content for printed publications for various audiences.
- Leads podcast programming for bi-monthly *Voices from the Valley* podcast, and partners with radio stations for airing the episodes.
- Collaborates with Director of Marketing and Communications and digital advertising partners to create digital campaigns.
- Measures and reports quarterly performance of digital marketing campaigns, podcast engagement, and web/social analytics.
- Oversees the production of video content for promotion, education, training, and other video requests.
- Creates graphics, videos, and other images for social media.
- Manages digital library of photos, logos, and other marketing pieces.
- Supports learning opportunities with colleagues seeking knowledge in podcasting, digital marketing, and other experiences pertaining to best practices.
- Develops and maintains productive working relationships with vendors, freelancers, and agencies.
- Trains outside vendors and internal staff on branded eblast templates using our voice and branding and coordinates or assists on needed eblasts.
- Manages and coordinates the recording of PSAs for radio stations.
- Other marketing tasks as needed.

This job description describes the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time.

EDUCATION AND/OR EXPERIENCE

- A degree in digital marketing, communications or a related field, and five or more years of experience working in digital and/or social media administration and management or a related field.
- Knowledge in digital marketing platforms for social media, mail programs, web design and content, podcast and video production.
- Strong knowledge of website tracking and tagging.
- Experience in mail marketing content programs.
- Proficient use of Office 365, including Word, Excel, Outlook, PowerPoint, Teams, and virtual meeting platforms such as Zoom.

KNOWLEDGE, SKILLS, AND ABILITIES

- Able to demonstrate teamwork, respect, integrity, stewardship, and DEIAR throughout work and interactions.
- Excellent organizational skills, effective time management, and attention to detail and follow-through.
- Strong oral and written communication skills.



- Highly motivated with a high level of professionalism and good judgement.
- Strong problem-solving skills and strategic and creative thinking.
- Flexibility and the ability to handle multiple tasks simultaneously in a fast-paced, deadline-driven environment.

WORK ENVIRONMENT AND JOB SPECIFICATIONS

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Primarily perform work in an office environment.
- Frequently move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Work with frequent interruption.
- Sit for extended periods of time.
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 20 pounds.
- Travel occasionally to surrounding area businesses for events, meetings, etc.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.