

# JOB DESCRIPTION



**POSITION TITLE:** Digital Marketing & Communications Manager

**REPORTS TO:** Superintendent

**SALARY:** Exempt and benefits eligible position

**GENERAL DUTIES:**

The Digital Marketing & Communications Manager reports to the Superintendent and is responsible for planning and executing Verdant's promotional and information sharing strategies. This includes designing print and digital collateral, internal and external messaging and executing Verdant's social media strategy. This role provides support of Verdant's commitment to ensuring a consistent and positive brand experience for all constituents. Performs other duties as assigned.

**SPECIFIC DUTIES:**

**Supervision**

- Manages non-supervisory interns.
- Responsible for interviewing, hiring, and training interns; planning, assigning and directing work; appraising performance; rewarding and disciplining interns; addressing complaints and resolving problems.

**Marketing and Communications (70%)**

- Create collateral materials, relatable and compelling stories, print and digital collateral to help connect the community with Verdant's mission and impact. Coordinate biannual print newsletter, quarterly e-newsletter and appropriate promotional items.
- Collaborate with team members to promote Verdant classes, events and resources.
- Plan and execute Verdant's digital strategy relating to the website, social media and other mobile products.
- Coordinate and train staff on Verdant style guide and ensure all messaging and promotion complies with brand standards.

**Strategy and Brand (5%)**

- Plan, develop and implement marketing strategies to inform the community of Verdant's mission and priorities.
- Promote, protect and steward Verdant's brand and reputation in South Snohomish County and ensuring brand compliance.

**Community Relations (25%)**

- Oversee direction of Verdant's special events. Conduct strategic community outreach to include special events, community events, trade shows, and fairs.
- Attend and participate in community events and activities to foster relationships with residents and build understanding of organizational goals and priorities.
- Responsible for the writing of articles and speeches as related to media events, serving as spokesperson for the organization as needed. Ensure the constituent experience with Verdant is courteous, sensitive, on-brand, prompt, and commitments are reasonably met.

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## **Working Environment/Physical Requirements:**

- To successfully perform the essential duties of this position, an individual must be able to sit at a desk for extended periods, and use office equipment, including phones and computer keyboards. Individuals must be able to engage clients over the phone and in-person by voice. Regular attendance is an essential function of the position. Evening and weekend meetings with the Commissioners and with other local entities may be required.
- Reasonable accommodations may be made to assist individuals with disabilities to perform essential position functions.
- Position requires periodic travel using personal vehicle.

## **Education and Experience Requirements:**

- Bachelor's level degree required, preferably in marketing, communications or related field.
- Three or more years' of progressive experience in digital marketing and communications
- Experience in an entrepreneurial setting with demonstrated success in finding creative solutions, using self-motivation and minimal oversight.

## **Knowledge, Abilities and Skills:**

- Self-sufficient in various office software, including Microsoft Office (Word, Excel, Outlook, and PowerPoint) and other relevant software products.
- Ability to work effectively with populations representing diverse backgrounds, life experiences, and abilities.
- An abiding commitment to diversity, equity and inclusion in all forms.
- Excellent communication skills.
- Ability to stay calm under pressure.
- A strong sense of integrity.

## **LIMITATIONS AND DISCLAIMER**

The above position description is meant to describe the general nature and level of work performed; it is not intended as an exhaustive list of all duties, responsibilities and required skills for the position. Team members will be required to follow any other position-related instructions and to perform other duties requested by their supervisor in compliance with Federal and State laws. Requirements are representative of minimum levels of knowledge, skills and/or abilities necessary to perform each duty proficiently. Continued employment remains on an "at-will" basis.

The Verdant Health Commission does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.

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**ACKNOWLEDGMENT** The above at-will position description has been reviewed by me. I understand my duties and responsibilities. I also understand that duties and responsibilities may change to meet the needs of the organization.

Employee name: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor's name: \_\_\_\_\_