



## Girl Scouts of Central Maryland

**Date:** May 2019  
**Title:** Digital Marketing Specialist  
**Department:** Communications  
**Reports to:** Director of Marketing and Communications  
**FLSA Status:** Exempt

**Position Summary:** The Digital Marketing Specialist is responsible for maintaining the organization's digital marketing platforms including its website and social media channels, under the direction of the Director of Marketing and Communications. This position is responsible for maintaining the digital voice and brand for the organization, and developing effective online communication strategies, in alignment with the Girl Scout brand. The position works in collaboration with the Brand Marketing Manager.

### **Duties and Responsibilities:**

- Work in collaboration with the communications team to develop new digital marketing strategies
- Develop a social media strategy and editorial calendar that addresses organizational visibility, and membership, fundraising and event goals
- Design all digital marketing and communication materials including eblasts, social posts, and event promotions
- Work in collaboration with the Brand Marketing Manager to ensure all digital marketing strategically integrates and complements all other brand marketing, and that all digital marketing materials, visuals and graphics are brand compliant
- Maintain all social media channels with regular posts and engagement with followers, partners and media. Experience with Hootsuite, Facebook Creator studio or similar platforms is a plus.
- Update and maintain the GSCM web site, working with council staff to promote initiatives, events and programs
- Collect content, photographs and create videos for use on website, social media channels, and in digital communications
- Monitor messages and comments on all social channels. Work with the Director of Marketing and Communications and other staff as needed to respond/engage appropriately and in a timely manner
- Design and disseminate digital communications such as e-blasts and e-newsletters. Analyze open rates, click rates, and adjust as needed to improve
- Utilize Google Analytics and Google Ads to assess content relatability and engagement with all audiences. Use data to refine online content

### **Other duties:**

- Serve as the photographer/videographer at internal and external Girl Scout events/programs, and manage a photo library which is organized by themes, such as cookies, camp, programs, etc.
- Support the Production Associate with print production as needed
- Work with external vendors to provide brand and graphic design support, and support execution and monitoring of new digital marketing strategies

### **Competencies, Education and/or Relevant Experience:**

- Bachelor Degree or equivalent required.
- Two to three years of experience in graphic design and social media management.
- Demonstrated portfolio of work required.
- Experience with Adobe Creative Cloud required.
- Experience with digital marketing and analytics platforms such as Constant Contact, Wordpress and Google Analytics required.
- Experience with Salesforce, Salesforce Marketing Cloud, Adobe Experience Manager and/or Google Tag Manager a plus.
- Experience with Macs preferred.
- Familiarity with industry best practices and trends.
- Must be proficient in the use of the Microsoft Office Suite of programs. Experience with Sharepoint a plus.
- Must possess excellent verbal and written interpersonal communication skills.
- Must possess the ability to interact within all levels of the organization, as well as external constituencies with ease.
- Must display a willingness to help others and be a positive team member.
- Must have a valid driver's license, insurance and access to reliable transport.
- Possess great personal integrity and demonstrate dependability, honesty, and credibility.

**Physical/Environmental Demands:**

- Must be willing to work a flexible schedule, which will include some evening and weekend hours.
- While performing the duties of this job the individual is frequently required to talk, listen, sit, stand, walk, reach and use hands, fingers and arms. Specific vision abilities required by this job include: close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
- The individual is occasionally required to bend or crouch, and lift up to 40 lbs.