

## JOB DESCRIPTION

**Job Title:** Digital Content Coordinator  
**Department:** Communications & Marketing  
**Reports To:** Director of Content Marketing  
**Status:** Exempt

This job description provides a general guideline to the most common duties, responsibilities, and minimum requirements for this position. It is not all inclusive and the actual position may vary as circumstances indicate or as determined by the Association. Working hours are primarily during standard business hours, but the Digital Content Coordinator may need to work varied extended hours as projects demand and during Association events which can include nights and weekends, as business needs dictate. Some travel may be required.

### Summary of Position:

Under the supervision of the Director of Content Marketing, the Digital Content Coordinator independently leads development and execution of online communication strategies, including AHP website properties, online marketing, search engine optimization, and social media programs. Manages trafficking of digital marketing assets and maintains detailed analysis of online performance against objectives. Serves as digital marketing advisor to AHP's departments, providing best practice recommendations for Marketing, Events and Membership programs.

The Digital Content Coordinator works with the Director of Content Marketing and other key staff to implement web-based communication, social media initiatives and marketing activities for AHP's online properties. This role is responsible for publishing content to the AHP website as well as planning and executing special web features, projects and social media campaigns to increase AHP's share of voice in the marketplace.

### Responsibilities:

- Embody the values and core competencies of the Association at all times and positively promotes the Association's culture
- Supports all internal team members and departments in accomplishing the Association's mission, vision, and goals
- Provide project management support for campaigns and initiatives that require online and digital communications support.
- Maintain online content for AHP.org and related microsites:
  - Manage website content on a day-to-day basis, updating and publishing information in a timely fashion to website as needed.
  - Ensure quality and consistency of content across AHP website through proactive, regular maintenance. Ensure copy is optimized for the web, consistent in style and tone, relevant to target audiences, and in line with the Association's brand.
  - Meet regularly with various departments to assess ongoing web needs and gather information for inclusion on the Association's website.
  - Work with internal staff and third party vendors to design, produce, edit, publish and maintain web content.
  - Prepare and optimize graphics and photos as needed to illustrate web pages.
- Optimize site organization for user experience and SEO effectiveness.
- Monitor the AHP Huddle member platform for content development ideas
- Work with Membership, Meetings & Events and Education staff to publish and monitor social media platforms in support of the Association's social media strategy. Work to create effective, comprehensive digital marketing campaigns, including but not limited to e-marketing tools, social media, microsites, landing pages, and existing web properties.
- Measure, analyze and report on the effectiveness of all online activities and continually identify opportunities to improve website performance, visibility and social media campaign effectiveness. Set objectives and benchmarks for online communications analytics including the website, social media campaigns and social communities. Provide recommendations for optimization.
- Identify new online communications vehicles to build and retain members and customers.
- Serve as technical liaison with digital vendors.
- Provide ongoing input into the design and architecture of Association website to enable it to meet the evolving needs of the Association and its members
- Remains current with latest digital web communication, content, marketing concepts as appropriate

### Position Specifications:

#### Training/Certifications:

- Bachelor's degree or equivalent experience, preferably with major study in new and interactive media, journalism, web design, marketing, or other web-intensive discipline.
- Minimum three years of web experience required
- 2-4 years of digital marketing experience desired

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### **Essential Skills/Knowledge:**

- Expertise in all major business software applications (Microsoft Office etc.)
- Proficient with Adobe Creative Cloud (Photoshop, Premiere Pro, Illustrator and Acrobat)
- Proficient with social media platforms (Twitter, Facebook, LinkedIn, YouTube) as marketing tools
- Proficient with Google Analytics
- Experience with HTML, CSS and Javascript
- Proficient with online content management systems and website platforms
- Thorough understanding of digital design principles and guidelines
- Deep understanding of optimal online user experiences
- Ability to design and package digital editorial content
- Familiar with the technical and programming aspects of website development
- Experience with website development life cycles and project management methodologies
- Broad fundamental marketing knowledge
- Significant communication skills in written and verbal formats; showcases clear and concise manner.
- Can articulate the Association's goal behind the creation of a piece or series of content
- Ability to work as part of a team and to work independently; a self-initiator, versatile and assumes risk with responsibility

### **Essential Competencies & Behaviors:**

- Demonstrative abilities in collaborative team building and consensus; working as an integral part of all departments
- Ability to maintain good rapport with all departments
- Ability to cope within a fast-paced work environment
- Ability to manage multiple projects with minimal supervision
- Ability to understand this position's relevance to the Association's success
- Demonstrates a willingness to embrace change and adapt strategies as needed
- Strong desire to continue to learn and seek out new and exciting content