

GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL

POSITION DESCRIPTION

POSITION: Web and New Media Specialist

REPORTS TO: Director of Public Relations

PRIMARY AREAS OF WORK:

Under general supervision, the Web and New Media Specialist is responsible for a broad range of duties related to marketing the Girl Scout Council of the Nation's Capital. The incumbent is responsible for creating, writing, and editing content for the Council's website, developing email marketing campaigns and creating video and online content for other digital platforms. She/He will ensure that the content is current and accurate, as well as clear and audience-friendly, using the Girl Scout style guide and brand voice. The incumbent will create engaging graphics, videos, and other elements to positively position the Council to external audiences, potential and current members, and volunteers. She/he will be responsible for researching and developing relationships with youth focused local websites, including public and private schools and PTA/PTOs. She/he will provide analytics on website usage in order to more effectively communicate to members and potential members. Will also back-up marketing specialist in production of publications, flyers, etc.

SPECIFIC DUTIES:

- Using marketing principles, develop strategic campaigns to generate leads and retain existing Girl Scout members.
- Work collaboratively with the Membership department to maximize impact of marketing campaigns to recruit girls and volunteers in the Greater Washington Region.
- Leverage Girl Scouts of the USA national marketing campaigns to grow membership.
- Work collaboratively with Council departments to develop procedures for submitting, updating and organizing web content.
- Design graphics and write copy for new web pages.
- Photograph events and manage Council's photography library.
- Create multimedia content such as videos, polls, and other design elements to enhance the website and social media channels.
- Keep abreast of trends and recommend best practice for website management and email marketing.
- Monitor and report on site usage, digital metrics, and statistics on Council's website and email marketing campaigns to ensure acceptable performance and user accessibility.
- Recommend content improvements to attract more users and deepen the level of public engagement.
- Perform other related duties as required.

MINIMUM QUALIFICATIONS:

- Four-year college degree in related field or equivalent work experience required
- 2+ years marketing experience with ability to develop marketing strategies, creating online campaigns. Internship experience accepted
- Familiar with HTML and CSS
- Specialized experience in web content design
- Excellent interpersonal skills and project management
- Excellent verbal and written communication skills
- Strong editorial skills
- Experience in Adobe Design Suite/Creative Cloud, video editing software, and competent in Microsoft Office
- Experience in working on a Mac platform
- Preferred knowledge in Adobe Experience Manager for website content

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to communicate verbally. The employee frequently is required to stand; walk; sit; use hands to finger, handle or feel; and reach with hands and arms.

The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job. Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time.