

*VALLEY ELECTRIC ASSOCIATION, INC.*

**JOB DESCRIPTION**

**I. IDENTIFICATION**

- A. Title: **Digital Marketing Coordinator**
- B. Department: Corporate Communications
- C. Reports to: Executive Vice President of Corporate Communications

**II. OBJECTIVES:**

The Digital Marketing Coordinator oversees and implements the digital marketing strategy for the company to include Digital Advertising, Websites and Social Media. This position assists in the development and execution of a consistent message across all digital platforms.

**III. KEY RESPONSIBILITIES**

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

- a. Be an innovator in all things digital.
- b. Devise strategies to drive online traffic to the company website.
- c. Tracking conversion rates and make improvements to the websites.
- d. Manage all updates to content on the websites.
- e. Develop digital calendars for content, blogs, social, digital magazine, etc.
- f. Develop and manage digital marketing and advertising campaigns.
- g. Utilizing a range of techniques including paid search, SEO and PPC.
- h. Assist in the implementation of the social media strategy for the company.
- i. Manage all social media advertising campaigns.
- j. Develop social media content calendars and post/schedule content.
- k. Review and evaluate customer research, market conditions and competitor data.
- l. Review new technologies and keep the company at the forefront of developments in digital marketing.
- m. Assists Marketing Team with corporate initiatives and interactive promotions.
- n. Assist as needed with VETV productions.

#### **IV. AUTHORITIES AND ACCOUNTABILITY**

- a. The Digital Marketing Coordinator shall have full authority to carry out the responsibilities and duties of this position in conformity with established policies and procedures.
- b. The Digital Marketing Coordinator should remember that she/he is accountable to the EVP of Communications for the efficient performance of these responsibilities and that, although some of these responsibilities may be assigned to another person, the accountability for the successful completion of these responsibilities cannot be.
- c. The Digital Marketing Coordinator is encouraged to use initiative and judgment in making decisions, remembering that the Cooperative's best interest can be affected by her/his actions.
- d. The Digital Marketing Coordinator is encouraged to make suggestions for the improvement of operations and efficiency.
- e. Digital Marketing Coordinator shall secure the approval of the EVP of Corporate Communications in making decisions when policies are not clear or require interpretation or when a matter may involve legal implications or interpretation.

#### **V. RELATIONSHIPS**

Employee will communicate, collaborate, and cooperate with colleagues, customers, and vendors.

##### Inside the organization:

- a. Reports directly to the EVP of Corporate Communications
- b. Works directly with the Marketing Managers for VEA and VCA
- c. Fellow employees.
- d. Coordinate/Cooperates with other department personnel in coordination of activities and preparation of reports.

##### Outside the organization:

- a. Members/Consumers – Provide prompt, courteous service and information, and develop pride and a sense of ownership and responsibility in the Cooperative.
- b. Vendors and solicitors contacting a Cooperative representative.
- c. Consultants - Develop relationships with consultants to recognize the need for information on a two-way supportive basis to achieve the Cooperative's objectives.
- d. Intra Cooperative – Maintain relationships necessary to assist with and maintain operations of the Cooperative with two-way communication to assure that information and direction will achieve the objectives of the Cooperative.
- e. Federal and State Government Agencies.
- f. Community – Maintain cordial working relationships.

## VI. SPECIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and Experience:** Bachelor's degree in Marketing, Advertising, or related field and one year of directly related experience, or a combination of education, knowledge and experience that would satisfied the requirements of this position.

**Job Knowledge and Skills:** Extensive knowledge of the creative process. Must understand digital and social creative needs as well as traditional. Must have understanding of social and digital platforms, and building content. Proficient in Microsoft Office, to include Word, Excel, Access and Power Point. Must be proficient with WordPress and HTMLS. Strong analytical and listening skills, self-motivated with excellent organizational skills, attention to detail. Knowledge of the utility industries preferred. Must have good problem-solving skills along with effective interpersonal skills.

**Abilities:** Must have the ability to; enact and enhance social media initiatives as part of the strategic marketing plan, multi-tasking on simultaneous projects, handle and maintain confidential information, function and act independently, and work well with people in a team environment. Must have the ability to communicate effectively both written & oral, to demonstrate leadership skills, and to function in a fast paced environment under short time constraints and within established deadlines.

**Working Conditions:** The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will encounter normal office conditions, and appropriate computer and typing skills is required. Must be available for after-hours conferences, meetings, seminars, and assisting in emergency situations. Travel in the service area is required.

**Physical and Mental Requirements:** The physical and mental 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 and must have the ability to sit, handle, or feel objects, tools, or controls; reach with hands and arms; and talk and hear. The employee must have the ability to remain stationary and also physically move throughout the campus. Specific vision abilities required by this job include the ability to view items close and in the distance, peripheral vision, depth perception, and the ability to adjust focus. The employee must have the ability to exercise good judgment in tense situations, exercise flexibility to decision making, obey instructions promptly, maintain attention and concentration, interact effectively and appropriately with the member, employees and management.

Accepted  
by Date:

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\_\_\_\_\_  
Employee

Date:

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\_\_\_\_\_  
Manager