



## Job Description

**Job Title:** Digital Marketing Specialist  
**Reports:** Marketing & Engagement Manager

**FLSA Status:** Exempt  
**Job Grade:** 14

### Summary:

The Digital Marketing Specialist is responsible for developing, implementing and overseeing long-term digital marketing campaigns as well as short-term advertising techniques for Access Health CT (AHCT). This role requires being adept at enhancing brand awareness, driving traffic to the company's website and generating sales leads. The Digital Marketing Specialist assists the organization in reaching its goals by using web analytics tools to monitor site traffic, optimizing marketing campaigns and tracking consumers' site behavior. This role reports to the Marketing & Engagement Manager.

### Essential Duties and Responsibilities:

- Responsible for Website/Blog/Knowledge Base updates
- Creates JIRA Tickets, tracks JIRA Ticket Process and attends JIRA meetings with IT Development
- Sources website images/copy for website
- Search Engine Optimization (SEO), with IT Dev and external agencies/vendors
- Search Engine Marketing (SEM), with external agencies/vendors
- Manages Google Analytics in partnership with Information Technology Dept (IT) and Technical Operations & Analytics Department (TOA)
- Manages Google Tag Manager in partnership with IT and TOA
- Manage AHCT's text messaging vendor and communications
- Distributes customer, Broker, Community Assistance Coordinators (CACs), and Community Partners Emails/Newsletters
- Maintains backend of contacts, tagging properly and works with TOA to integrate new data/lists of contacts regularly for outreach throughout the entire year
- Creates, houses, manages, and distributes toolkits sent out to community partners, navigators, legislators in partnership with the Marketing department (visuals, videos, enrollment) ensuring optimization of files sizes/formats
- Source and use an enterprise file sharing tool
- Posts press releases to the website (can be very time sensitive)
- Refines data/analytics for results reporting – and creates results reports
- Manages surveys for marketing use/analyzes data with TOA for actionable optimization of marketing strategy
- Creates and posts SharePoint content
- Conduct User Experience (UX) research on AHCT's website
- Supports event emails/marketing in digital environments
- Supports Direct Mail relationship with print house and postage vendor – including budgets for campaigns
- Supports research opportunities, including but not limited to: Uninsured and Health Disparities research
- Supports Health Equity and Outreach digital needs (healthy chats posted to site)
- Other duties as required

**Qualifications:** the requirements listed below are representative of the knowledge, skill, and/or ability required.

- Requires BA or BS in related field or equivalent experience
- 3 – 5 years' experience in digital marketing to the general market required
- Must have experience managing a company website or been on a team that managed a company website
- JIRA experience strongly preferred but not required
- Advanced oral and written communication skills
- Experience with **multiple** digital marketing tools and platforms
- Proficiency in identifying target audiences and gaining insights
- Strong analytical skills and data-driven thinking
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Ability to prioritize and manage requests from various sources with an ability to work well with varied personalities and deadlines.
- Ability to think creatively and innovatively
- Bilingual (English/Spanish) is a plus

**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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, stand, use hands to type data, and utilize a phone or other electronic communication devices. This employee may have to operate business machines and lift up to 20 lbs.

**Work Environment:** this is an in-office role 2 designated days per week or more if needed, in which the noise level in the work environment is usually moderate. 3 designated remote workdays. Requires fast-paced deadlines and has a high stress at times.

### **Equal Opportunity and Affirmative Action Employer**