



# ZION TOWNSHIP

LEADERSHIP • ADVOCACY • RESOURCES

Cheri L. Neal - Supervisor

<b>Job Title</b>	Digital Marketing & Communication Manager
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## Job purpose

The Marketing Communications Manager is responsible for developing and overseeing the execution of digital and print marketing, including strategic social media and digital initiatives, and integration into the overall business strategy.

## Primary responsibilities

- Works with Business Manager and Township Supervisor to design an optimal social media strategy to engage with residents.
- Continue to develop and execute Digital Marketing communication strategy for Zion Township to increase internet traffic, interaction, enhance online activities/experiences.
- Uses project management skills to coordinate a wide range of resources to execute maximum reach to most residents, marketing projects that support Zion Township's strategic direction.
- Manage social media to ensure that all platforms remain active and align with the overall goals of the organization.
- Ensures internet presence remains compelling and informative. Checks internet web content for accuracy, timeliness and functionality. Tracks and reports on key internet metrics.
- Other duties as needed.

## Knowledge and Experience

- Bachelor's degree in marketing, communication, related field and or at least two years' experience in a professional position or equivalent combination of education and experience.
- Excellent written and verbal communication skills.
- Demonstrated knowledge of project management, marketing/special events, creative web strategy and design and/or art direction. Graphic design skills a plus.
- Ability to perform well in a professional, collaborative team environment.
- Handles feedback well.
- Strong Mac computer skills including knowledge of Microsoft Word, Excel, PowerPoint, Adobe Creative Suite, Email providers (i.e. Constant Contact) and databases. Quick learner of technology software.
- Experience with print production.
- High degree of initiative and ability to work with both enthusiasm and minimal direction.
- Very well organized, detail and deadline oriented.

## Performance Measures

- Increase in community awareness of/ and engagement within Zion Township.
- Amount of media coverage (including digital public relations and social media).
- Fulfill measures as outlined in digital marketing and communication strategy that will be created collectively.

To apply submit email to Sandra Usher at [Sandra@ZionTownship.org](mailto:Sandra@ZionTownship.org) or fill out application located at [www.ZionTownship.org](http://www.ZionTownship.org) website.