Position Title: Web and Digital Content Manager

Department: Marketing and Communications  FLSA Status: Exempt

Reports to: Director of Marketing & Communications

Last Reviewed: December 2019

BASIC FUNCTION

The Web and Digital Content Manager, as a member of both the Marketing and Communications and IT teams, is an expert in supporting the maintenance of and content generation for the ADCES website and related microsites such as Danatech, a website dedicated to diabetes technologies. Ensures that quality standards are met and that content is current, supports the strategic direction and brand of ADCES, is written in a consistent style/voice, and provides value to visitors/readers. Collaborates cross-departmentally to elicit ideas, stories and updates. Serves as key contact for industry partners to supply and review technical, product, and educational content for Danatech, as well as troubleshoot industry partner concerns and supply ongoing reporting metrics. Responsible for ensuring that the ADCES website offers an informative and engaging experience for users, and content is appropriately tagged for search (SEO). Additionally, the Web and Digital Content Manager works with the larger Marketing and Communications team by managing marketing projects as they relate to ADCES’s technology-focused content. These include promotion of Danatech via email and newsletters, as well as managing technology-focused podcasts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

ADCES Technology Website

- Manage content for Danatech website, proactively identify content gaps and educational needs as they relate to existing and emerging diabetes technology.
- Obtain accurate content, data, links, verified permissions and legal releases related to the featured products in DANA (e.g., product/platform technical specifications, links to research and resources, etc.) and make sure they are published through the Umbraco interface.
• Execute Danatech sponsorship collateral as assigned, including generation of written and video content for newsletters or ADCES main website, sponsored content or features for ADCES’s journals, or focus group/polling questions.
• Technical troubleshooting of the Danatech website in collaboration with the IT Department or relevant vendors; Ensures website performance and an excellent end user experience with Danatech
• Monitor site traffic and help scale site capacity to meet traffic demands and performance expectations.
• Manage promotion of Danatech to ADCES members and other subscribers, as well as promotion of ADCES’s technology-focused content.

ADCES Website Management

• Works closely with ADCES departments to update content on the ADCES Website and any affiliated microsites and provides copyediting/proofreading assistance. Departments are primarily responsible for developing and generating content, but this role provides collaborative and proactive oversight and guidance to streamline process.
• Works with Marketing and Communications team to present new content on the website in a cohesive, visually engaging manner. Creates supporting digital content as needed.
• Develops and implements a digital personalization strategy.
• Keeps up-to-date on best practices for digital communications and on the forefront of trends, technology, media and best practices in managing web content and responsive design. Work with the Marketing and Communications team to identify potential areas of improvement and recommend implementation strategies.
• Debug issues that arise with the performance of the website in collaboration with the IT Department or relevant vendors.
• Monitors site traffic and helps scale site capacity to meet traffic demands and performance expectations. Provides reports to Director of Marketing and Communications and executives on a quarterly basis.
• Ensures all departmental web contributors are trained and up-to-date on site’s functionality and ADCES’s Website content update process. Collaborates with ADCES departments for larger web-based projects, working directly with webmaster for necessary functionality and architecture updates.
• Using ADCES’s branding guidelines, oversees graphic standards for Website.
• Coordinate website and newsletter advertisement inventory and placement with outside ad sales vendor.

KNOWLEDGE, SKILLS, AND ABILITIES

• Excellent editorial, written and oral communication skills with a strong attention to detail.
• Familiarity with online collaboration and publishing tools, knowledge of CSS, HTML, and graphic design software, a plus.
• Experience working within content management systems.
• Demonstrated ability to work in team environment that includes successful collaboration and maintenance of positive and productive relationships with staff, volunteer leaders, members and vendors and suppliers.
• Ability to plan, organize (both strategic and annual planning) and improve efficiency.
• Excels while multitasking under tight deadlines.
• Dynamic and constructive/independent thinking.

EXPERIENCE/EDUCATION

• Candidate must possess 3-5 years of related communications and/or marketing experience.
• Bachelor’s degree required.
• Demonstrated project management experience.
• Experience working within content management systems.

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Occasional day and overnight travel by air and/or automobile may be required.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties. Also requires participation and attendance at organization sponsored events and meetings across the country.