

## 2023 Senior Category Job Description

Clover Communications  
4444 Clover Road  
Clover City, OH 12345

**Contact:** Chris Clover

**Position:** Digital Marketing Assistant

### **Position Overview:**

The Digital Marketing Assistant (DMA) works closely with the Senior Account Coordinator on everything involving the development of specific client digital content including website development, client onboarding, blog writing, and social media content creation and management. The DMA is expected to complete tasks on the deadlines they are assigned and to follow best practices of development of the requirements of those tasks. The DMA must organized and have the ability to communicate clearly both verbally and in writing.

### **Essential Job Functions:**

- Develops a set number of blog campaigns and content pieces
- Creating digital marketing campaigns, including web, SEO/SEM, social media and display advertising.
- Responsible for on-going web site development, enhancements and run the business maintenance of brand and Lines of Business (LOB) Web sites
- Adhere to best practices for maintaining front-end code
- Provide assistance and web development consultation to other departments on web-related topics
- Implement and maintain webpage graphics; maintain themes, styles and images for websites
- Produces short videos, graphics and other content as needed including but not limited to edited images, GIFs, highlights, interviews, etc.
- Creates and distributes content for all social media channels (with an emphasis on TikTok, Instagram, and YouTube shorts) while maintaining and developing the clients voice.
- Works collaboratively within the organization to promote the company's brand while aligning with the organization's message and image.

### **Qualifications:**

- Bachelor's degree preferred (New Media, Visual Communications, Design, Marketing, Business) or equivalent education/training/experience.
- Must be capable of maintaining regular attendance.
- Experience with audio, video and other multi-media formats.
- Ability to work with a high sense of urgency, handling multiple priorities, changing deadlines and constant interruption.
- Regularly exercises discretion and independent judgment the in performance of his/her job duties
- Preferred: Experience in Microsoft Office, Google products, and Adobe Creative Suite products.

Eligibility: Senior