

Position Title: Digital Marketing Manager  
Reports To: Director of Digital Innovation  
Location: Providence, RI  
Department: Public Relations and Marketing  
Salary: \$45,800 - \$53,200 based on experience

**Position Summary:**

The Digital Marketing Manager drives a variety of online advertising and marketing strategies to advance Planned Parenthood of Southern New England (PPSNE) strategic objectives, operational goals, and mission. This position leads the social media team in promoting PPSNE's reputation, and business through the development and implementation of innovative digital and social campaigns. As a key member of the marketing team, the Digital Marketing Manager oversees the brand messaging and content development for online properties to ensure content is consistent with organizational priorities and high-level strategic objectives. This position tracks, reports, and analyzes website analytics, SEM/PPC initiatives and social campaigns. Utilizing the data found in reports and online analytic tools, the Digital Marketing Manager makes recommendations for advancement, establishes digital marketing objectives and metrics for measuring performance, and develops strategies for brand enhancement, mobilizing supporters, patient acquisition and community engagement. The Digital Marketing Manager manages campaign budgets and expenses, estimates monthly costs and reconciles discrepancies. This role manages all Search Engine Marketing (SEM) and pay-per-click initiatives to increase traffic to online properties, drive patient acquisition, and increase the PPSNE online audience. The Digital Marketing Manager leads employee engagement initiatives to increase staff participation on PPSNE social media, and develops organizational policies for social media. This position builds and maintains relationships with external stakeholders and coordinates opportunities for public outreach, including health fairs, speaking engagements, conferences and workshops and publicizes this work.

**Education & Experience:**

- Bachelor's degree in a related field or equivalent professional or military experience required
  - Five or more years of professional experience in marketing and social media, preferably in the area of health care, public affairs, public relations or media relations
  - Five or more years of crafting digital marketing and social media strategies
  - Three or more years managing search engine marketing and pay-per-click campaigns with quantifiable results
  - Proven ability to establish goals and set clear expectations, prioritize activities, and follow through with timely execution in a cross functional team environment
  - Experience in data analysis and reporting
  - In-depth experience with website analytics tools (ex: Sprout Social)
  - Knowledge of ranking factors and algorithms in SEM and social media
  - Demonstrated experience managing community affairs and promotional events
- Familiarity with reproductive health services and/or health disparities subject matter areas preferred but not required

### **Qualifications:**

- Strong practical and technical knowledge of digital marketing and social media platforms, including but not limited to Facebook, Twitter, Instagram, Tumblr, and Yelp
- Deep knowledge of Google AdWords, and generalized knowledge of digital advertising concepts and techniques
- Proven track-record of developing and delivering successful, measurable social media content and campaigns
- Strong supporter of PPSNE mission and all of the reproductive health services offered and the ability to articulate this mission to targeted populations in new, innovative and effective ways
- Excellent editorial judgement with exceptional writing skills, particularly for online audiences
- Creative, well organized and detail oriented
- Ability to represent PPSNE to external stakeholders with the highest degrees of competence and professionalism
- Excellent interpersonal skills, good collaboration skills; positive attitude and desire to learn
- Ability to work independently, take initiative and understand implications of changes in social media and digital trends
- Desire to work as part of an interdisciplinary team with a team-centered, cooperative work philosophy
- Excellent written, verbal and presentation skills
- Must be willing to work evening and/or weekends when necessary
- Bilingual written and verbal skills a plus, particularly Spanish

### **Physical Qualifications:**

- Must have digit dexterity sufficient to operate keyboard and general office equipment
- Must be able to move throughout workspace independently or with minimal assistance
- Must have sufficient visual acuity to read documents, computer screens and other text formats; must be able to distinguish color for publishing purposes
- Position may require long periods of sitting
- Requires regular travel in Connecticut and Rhode Island
- Must be able to lift and carry up to 25 pounds

### **Essential Functions of the Job:**

#### ***Digital Marketing Functions***

1. **Develop and implement digital marketing strategies to promote the PPSNE brand, drive customer acquisition, and engage with our digital community.**
  - a. Crafts the thoughtful execution of digital marketing plans and establishes high-level goals mapped to the organization's Strategic Plan and mission.
  - b. Establishes social media marketing objectives for Digital Media team

- c. Develops digital brand strategy to protect and promote PPSNE's reputation in the communities we serve.
  - d. Creates and implement online search and display advertising campaigns
  - e. Strategically promotes PPSNE content through paid advertising on social media platforms
  - f. Lead the strategies around keyword selection and audience targeting
  - g. Develops robust set of keywords and landing pages
  - h. Leads search engine optimization (SEO) efforts and collaborates with Director of Digital Innovation to improve the visibility and page rank of PPSNE web pages
  - i. Manage relationships with digital advertising vendors to ensure goals are achieved
  - j. Manages digital marketing budget and provides weekly, monthly, quarterly and annual reports to Director, Digital Innovation, Vice President, Public Relations & Marketing, the Finance Department, and the Management Team as needed.
- 2. Manages online messaging and content for the web and social media**
- a. Directs innovative strategies and campaigns to promote PPSNE services, drive traffic to PPSNE online properties, and increase patient calls and visits
  - b. Drives supporter engagement with PPSNE legislative and advocacy initiatives
  - c. Develops tactics to drive traffic to and increase user engagement on PPSNE's social media channels and web site
  - d. Leads social media team to establish schedules for social media posts aligned with agency initiatives and commemorative events
  - e. Participates in PPSNE and related organizations' press and news conferences
  - f. Serves as public spokesperson when deemed appropriate
  - g. Drafts, edits and posts content across all online channels
  - h. Creates relationships with key influencers in the social media space
  - i. Integrates online communications in support of PPSNE's overall marketing and communications objectives and the PPSNE strategic plan
  - j. Establishes metrics benchmarks to assess the impact of PPSNE social media and community relations programs, and generates regular reports and recommendations that assure on-going growth
  - k. Manages inter-departmental priorities for social media outreach, including opportunities for fundraising, highlights patient services and resources, and promotes youth outreach and education activities
  - l. Cultivates PPSNE policies regarding digital landscape and social media
  - m. Oversees adherence to agency and Departmental policies for digital and social media
- 3. Identifies and promotes opportunities for PPSNE staff and community partners to engage with social media**
- a. Builds relationships with PPSNE community partners and highlights their work on PPSNE social media channels
  - b. Interacts with internal partners as well as outside partners to integrate social media strategies into multi-channel communications campaigns

4. **Stays up to date on the latest trends and accepted practices in social media and digital advertising, helping PPSNE maintain a strong and growing online and public presence.**
  - a. Regularly reviews new tools, trends and platforms in social media and digital advertising to identify and pursue new opportunities
  - b. Interacts with internal partners as well as outside partners to integrate social media strategies into multi-channel communications campaigns
5. **Manages online brand reputation to advance PPSNE objectives**
  - a. Monitors online communities for discussion/conversation about PPSNE, including customer reviews or comments on third-party sites
  - b. Engages with online commentary about PPSNE as appropriate to enhance public awareness of the Agency's mission and services
6. **Collects and distributes analytics and advertising reports**
  - a. Develops robust reporting on trends, successes, and future goals for online advertising and social media
  - b. Analyzes campaign data to optimize performance utilizing tracking and analytics resources

#### ***Community Relations & Other Functions***

7. **Manages community-based projects in coordination with internal and external stakeholders**
  - a. Coordinates PPSNE participation in community activities, including health fairs and other community outreach events, as well as conferences, seminars, workshops and panel discussions on issues relevant to PPSNE's mission and business; works with other PPSNE staff as needed to provide event-appropriate staffing; coordinate logistics of PPSNE participation, including transportation, materials, games and giveaways
  - b. Publicizes community outreach activities through social media channels
8. **Builds and maintains relationships with external stakeholders on issues of reproductive justice and health equity.**
  - a. Working closely with PPSNE's Clinical Services, Development, Education and Public Policy teams, identifies and engages with external organizations, coalitions, community activists and others to safeguard reproductive health and/or reduce disparities of care among marginalized or economically-disadvantaged communities via social media channels
  - b. Maintains positive working relationships with community partners, elected officials and community leaders.
9. **Demonstrates flexibility and teamwork; understands the interaction between this position and others with whom the position works directly and indirectly**
  - a. Ensures that interactions incorporate PPSNE values of integrity, partnership, customer focus, communication and quality

- b. Supports the agency’s mission and all of the reproductive health services offered including family planning services, women’s health screenings, testing and treatment of STI’s, birth control methods and abortion services
  - c. Supports efforts of the agency’s diversity program to provide services that are culturally and linguistically competent; takes the initiative to develop own awareness and knowledge of diversity matters
  - d. Works well with volunteers and interns to achieve the agency’s mission
  - e. Supervise interns and volunteers
10. **Completes all responsibilities according to established protocols, policies and standard practices in the areas of customer service, quality assurance and regularly compliance programs such as HIPAA (Health Information Portability & Accountability Act), OSHA (Occupational Safety & Health Administration) and CLIA (Clinical Laboratory Improvement Act).**
11. **Other duties as assigned**

Employee Name (Print Legibly) \_\_\_\_\_

Employee Signature \_\_\_\_\_

Date:

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Approved by: \_\_\_\_\_

Date:

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