



POSITION AVAILABLE

WASHINGTON COUNTY DEPARTMENT OF PUBLIC RELATIONS AND MARKETING

DIGITAL MARKETING SPECIALIST

Minimum Salary \$47,341

Under the guidance of the Public Relations & Marketing Director, this position is responsible for creating the look, layout, and features of the Washington County website, including computer programming, maintenance and additions as needed. Works daily with WordPress and other required tools such as Adobe Suite. Creates social media content and manages digital communications and support for the Public Relations & Marketing team.

Must have experience with HTML/CSS/Sass/PHP/JavaScript/JQuery for web and email, WordPress, graphic design, social media marketing, email marketing, and content management; experience with design related tools including Adobe Suite; thorough knowledge of principles of computer systems and procedures analysis; thorough knowledge of the basic principles and techniques of programming systems, analysis, data processing, and programming documentation; thorough knowledge of client server systems, including machine capabilities, application potential and available software packages; ability to analyze and identify problems and develop logical conclusions and effective solutions; ability to communicate effectively both orally and in writing; ability to establish and maintain effective working relationships with system users and associates. Basic Understanding of SEO principles. Graphic/video production skills. Must have fluency with Google Analytics custom reporting. Must be proficient in use of computer applications (spreadsheet, word processing, database management, and email). Must have exceptional writing, grammar, and editing skills.

Ability to communicate ideas clearly and concisely, both orally and in writing. Must have experience in social media platforms including Twitter, Facebook, Instagram, LinkedIn, YouTube, and blogging applications.

Bachelor is Degree (BA/BS) from an accredited college or university in Digital Marketing, Computer Science, Marketing, Communications, or related field.

Three (3) years' experience and advanced knowledge with: WordPress, HTML/CSS/Sass/PHP/JavaScript/JQuery

Five (5) years' experience in data and voice communications, security administration, computer operations, software system management and user support.

A comparable amount of training and experience may be substituted for the minimum qualifications.

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

For application, contact the Washington County Human Resources Department, 100 W. Washington Street, Suite 2300, Hagerstown, Maryland 21740, Monday - Friday, 8:00 A.M. - 4:00 P.M., or by calling 240-313-2354, Voice or TDD (D/HH use 711) or visit our website at www.washco-md.net. Deadline for filing applications with the Department of Human Resources is 4:00 P.M., Friday, November 22, 2019.

Washington County is an Equal Opportunity Employer. Individuals requiring special accommodations or assistance are requested to contact the Human Resources Department at 240-313-2354, Voice or TDD (D/HH use 711) M/F/H/V



JOB TITLE:	Digital Marketing Specialist	GRADE	12
DEPARTMENT:	Public Relations and Marketing	FLSA STATUS:	Non-Exempt
REPORTS TO:	Public Relations and Marketing Director		

GENERAL RESPONSIBILITIES:

Under the guidance of the Public Relations & Marketing Director, this position is responsible for creating the look, layout, and features of the Washington County website, including computer programming, maintenance and additions as needed. Works daily with WordPress and other required tools such as Adobe Suite. Creates social media content and manages digital communications and support for the Public Relations & Marketing team.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Web related duties and responsibilities:

1. Maintains the County's Internet and Intranet web sites; secure, manage, and coordinate web site access.
2. Works with Public Relations Coordinator in the development and implementation of marketing and communications strategies for all County departments to promote public education and access to County services.
3. Consults with departments and divisions to coordinate web-based activities and to identify needs; writes, modifies, and implements web-based applications.
4. Codes websites using best practice in html and CSS.
5. Design and maintain Washington County Government website in responsive frameworks within WordPress
6. Review and develop strategies, site maps, wireframes, and content plans
7. Build custom full featured WordPress themes from scratch
8. Configure custom WordPress admin features including widgets, short codes, feeds, custom post types, taxonomies, and custom PHP functions.
9. Maintain and update hosted sites and a local development environment.
10. Transitioning sites from dev environment to a live site in part or in whole.
11. Keeps up to date with changes in web design best practice.
12. Makes changes to web designs at the request of Public Relations and Marketing team.
13. Ensures website is optimized for mobile and web browsers.
14. Monitors Google Analytics and provides performance reports and insights about website, email campaigns, social posts, and other marketing campaigns as needed.
15. Maintains all County mobile Apps

Communications & Marketing related duties and responsibilities:

1. Acts as the point person/operator of AV Room for the Board of County Commissioners regularly scheduled meetings and evening meetings.
2. Designs and produces graphic content for marketing campaigns. Serves as back up for graphic design.
3. Monitors all social media platforms by coordinating with all County departments.

4. Creates and edits advertising collateral, annual reports, articles, brochures, direct mail, newsletters, press releases, etc.
5. Investigates innovative information distribution methods (including digital marketing strategies) the County should consider to pursue/implement.
6. Works with County staff, and departments throughout Marketing & Communications (social media, video, media, content and marketing) to promote content across channels and platforms.
7. Assists Public Relations Coordinator with writing scripts, articles, press releases, marketing content etc.
8. Maintains open lines of communication with all County staff, elected officials, community organizations, and other stakeholders.
9. Regularly produce performance reports and provide insights about website, email campaigns, social posts, and other marketing campaigns.
10. Monitors department telephone information line and general department email account.
11. Performs other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

Must have experience with HTML/CSS/Sass/PHP/JavaScript/JQuery for web and email, WordPress, graphic design, social media marketing, email marketing, and content management; experience with design related tools including Adobe Suite; thorough knowledge of principles of computer systems and procedures analysis; thorough knowledge of the basic principles and techniques of programming systems, analysis, data processing, and programming documentation; thorough knowledge of client server systems, including machine capabilities, application potential and available software packages; ability to analyze and identify problems and develop logical conclusions and effective solutions; ability to communicate effectively both orally and in writing; ability to establish and maintain effective working relationships with system users and associates.

Basic Understanding of SEO principles.

Graphic/video production skills

Must have fluency with Google Analytics custom reporting.

Must be proficient in use of computer applications (spreadsheet, word processing, database management, and email).

Must have exceptional writing, grammar, and editing skills.

Ability to communicate ideas clearly and concisely, both orally and in writing.

Must have experience in social media platforms including Twitter, Facebook, Instagram, LinkedIn, YouTube, and blogging applications.

EDUCATION AND EXPERIENCE:

A Bachelor’s Degree (BA/BS) from an accredited college or university in Digital Marketing, Computer Science, Marketing, Communications, or related field.

Three (3) years’ experience and advanced knowledge with: WordPress, HTML/CSS/Sass/PHP/JavaScript/JQuery

Five (5) years’ experience in data and voice communications, security administration, computer operations, software system management and user support.

A comparable amount of training and experience may be substituted for the minimum qualifications.

PHYSICAL REQUIREMENTS:

This is light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects; work requires climbing, balancing, stooping, kneeling, crouching, reaching, pushing, pulling, lifting, fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

SPECIAL REQUIREMENTS:

Possession of a valid driver’s license.

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

Must be available for occasional nights and weekends

Revised: 6/2013, 1/2019, 10/2019