

THE CENTRAL GEORGIA ELECTRIC MEMBERSHIP CORPORATION
Job Description

JOB TITLE: Digital Marketer

SUMMARY: Recommends and implements social media processes, researches and reports on performance of social media campaigns. Identifies sales opportunities for ancillary products and services. Utilizes graphic design abilities for CGEMC and Fuel Georgia communications purposes.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following (other duties may be assigned):

Provides/creates digital content to supplement internal and external communication materials.

Effectively creates graphic design content to assist the Marketing Department with communication efforts for both CGEMC and Fuel Georgia.

Assists with the development, design, and placement of digital content, which relays marketing, educational (safety, efficiency and cooperative awareness), informational and public relations messages.

Helps maintain external and internal websites, social media platforms, and suggests ways to enhance their use.

Utilizes audience data, web analytics, social media metrics, and media monitoring insights to drive reach, engagement, and sales opportunities.

Organizes and updates social media rollout calendars and communicate project milestones related to social/digital initiatives.

Researches social media trends and informs management of changes relevant to the company's marketing activities.

Works with the Member Engagement Coordinator on Annual Meeting planning and coordination.

Reviews and edits internal and external communications.

Utilizes customer and industry data to identify opportunities for sales of ancillary products and services.

Performs other functions and responsibilities as requested or assigned.

Complies with all the CGEMC's safety rules and regulations while performing duties.

Is aware of and complies with Corporation's policy on Affirmative Action, Equal Employment Opportunity, and Nondiscrimination of member-customers on any benefits offered by the CGEMC.

Complies with OSHA rules and regulations.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

Bachelor's degree in graphic design or a closely related field (communications, marketing, public relations). Two (2) years of experience in the field of communications, writing, editing, publication production, web site/intranet design and administration, photography and public relations is desirable. Strong graphic design skills are required.

KNOWLEDGE:

Must have an understanding of marketing, production, corporate identity, advertisements, and multimedia design. In-depth knowledge of social media platforms, visual communication tools, and digital media strategies. Expert knowledge and understanding of social media platforms (including but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.) including paid media management, audience development, analytics, and best practices and trends across platforms.

ABILITIES AND SKILLS:

Must be skilled in meeting with and speaking to people, individually and in groups. Excellent writing, proofreading, and copy-editing skills required. Creativity, initiative, good judgment, logic, self-motivation, and the ability to express thoughts clearly and simply are essential. Proficiency with Adobe Creative Suite applications, including InDesign, Illustrator, and Photoshop.

REASONING ABILITY:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to apply common sense understanding to carry out instruction furnished in written, oral, or diagram form. Ability to deal with problems arising from customer complaints regarding functions of communications and/or public relations.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid Georgia driver's license.

OTHER SKILLS AND ABILITIES:

Must have excellent written and verbal communication skills. Excellent computer skills required.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to stand, walk, stoop, kneel, crouch, and manipulate (lift, carry, move) light to medium weights of 10-50 pounds. Requires good hand-eye coordination, arm, hand, and finger dexterity, including the ability to grasp, and visual acuity to use a keyboard, operate equipment and read information. The employee is required to sit, reach with hands and arms, talk, and hear.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in inside office conditions.

The noise level in the work environment is usually moderate.

Will be randomly tested for drugs and alcohol.