



## **CAPITAL WORKFORCE PARTNERS**

### **POSITION DESCRIPTION**

#### **Digital Marketing Specialist Full Time Hartford, CT 06103**

Now Hiring! **Digital Marketing Specialist**

**Location:** Hartford

Schedule: Monday - Friday 8:30 am – 5:00 pm

Work Schedule will be 3 days a week in the office & 2 days from home.

#### **What's In It for You:**

- Compensation: \$ 58,700.00 - \$60,000.00
- 401(k), Insurance and benefits packages including Medical, Dental, and Vision
- Company paid time off and holidays offered

#### **Who we are:**

CWP is a non-profit organization that helps individuals overcome barriers and sharpen skills needed to succeed in future employment. We assist with a wide range of programs for both youth and adults to develop sustainable career paths as they enter the workforce. We champion 7 core values that drive our operation to success: Support, Creativity, Diversity, Positivity, Collaboration, Transparency, and Trust.

**JOB SUMMARY:** Responsible for the development, oversight, and optimization of CWP digital marketing strategies to strengthen workforce development as a regional priority. Promotes the organization's services to existing and prospective customers through tactical use of graphics, logos, and curated content to maximize brand awareness and comprehension of Capital Workforce Partners initiatives and programs.

#### **JOB SPECIFIC DUTIES AND RESPONSIBILITIES:**

##### Website Management

- Regularly update and maintain CWP's portfolio of websites to ensure accuracy and relevance.
- Optimize website content for search engines (SEO) and user experience.
- Collaborate with internal teams to develop new web pages and features.
- Increase engagement from key audiences including potential program participants, businesses, and workforce stakeholders.
- Collaborate with contractors to coordinate website enhancements in an efficient and productive manner.

##### Social Media Management

- Develop and implement social media strategies to increase engagement and reach.
- Create, schedule, and post content across various social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram).

- Synchronize social media channels to achieve optimal engagement, responding to inquiries and releasing publications in an expedient manner.

#### Content Creation

- Produce innovative content for agency events, including blogs, newsletters, and promotional materials.
- Capture and edit photos and videos during events for use in marketing materials and social media.
- Collaborate with program staff to highlight success stories and participant testimonials.

#### Marketing and Promotional Campaign Administration

- Serves as Project Manager, overseeing the development, timeline, and execution of marketing and promotional campaigns to increase awareness of and engagement with agency programs and services.
- Teams up with Program Managers and matrix partners to fully understand programmatic and communication needs.
- Gathers a variety of marketing materials and collateral necessary to support program recruitment activities.
- Develop and analyze marketing metrics and success indicators and adjust strategies as needed to maximize outreach and engagement.

#### **“JOB SPECIFIC” COMPETENCIES, SKILLS AND ABILITIES:**

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines
- Strong analytical and problem-solving skills
- Proficiencies with Microsoft Office Suite, Media Platforms, Website Mapping & SEO, Visual Communication tools (Canva preferred) and related software essential for the creation of published content.

#### **EXPERIENCE & EDUCATION:**

- Bachelor’s degree in marketing, Journalism, Communications, related field or equivalent work experience.
- Three to five years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.

**SUPERVISOR/ MANAGEMENT RESPONSIBILITY:** None

#### **SPECIAL WORKING CONDITIONS:**

- Travel Required
- Flexibility may be required at times to work during off-peak hours in support of event coverage.

**COMPENSATION:** \$58,700.00 - \$60,000.00

A robust total rewards package including 401(k) plan with a 3% employer contribution to Safe Harbor, Comprehensive group insurance benefits including Medical, Dental, & Vision, company-paid Short- & Long-Term Disability, voluntary benefits, 26 days of Paid Time Off (pro-rated in 1st year employment), Paid Holidays plus 1 Floating Holiday, Work-Life Integration, and more!