



**POSITION TITLE:** Digital Content Specialist

**CREATED:** August, 2018

**GRADE:** (G)

**FLSA STATUS:** Exempt

**POSITION SUMMARY:**

The Digital Content Specialist will oversee the online and social platforms for the Pike Place Market. Including website design, digital content, maintenance and updates. This position will work closely with the Director of Marketing and external partners to strategize and create various social, web campaigns and market programs.

**ESSENTIAL FUNCTIONS:**

- Act as primary contact with contracted web service providers/consultants (such as the Market's advertising agency) in relation to digital/ web related projects.
- Coordinate email marketing campaigns, including stories, contact, cadence and performance reporting. Build and manage content calendar optimized for our key audiences.
- Assist and create, edit and share social media content (Facebook, Instagram, YouTube, Twitter, blog). Define campaign KPIs and utilize Google Analytics and social platform data to report on campaign performance.
- Maintain and update content within internal and external websites. Perform maintenance tasks, such as checking for broken links within websites, and monitoring use of digital assets, such as photography.
- Manage all of Pike Place Market's external marketing channels, including Market kiosks, bulletin boards, ensuring that all marketing and promotional material included in these venues are relevant and up-to-date. Distribute material to Market merchants and coordinate any volunteer efforts that are necessary to accomplish these tasks;
- Help develop and implement special Pike Place Market promotions that highlight Market merchants, products, or services. Promote the Market throughout Downtown Seattle and in other Seattle neighborhoods by representing the Market at community events, trade shows, and other similar gatherings.
- Optimize the social media budget with DOM support to maximize ROI. Monitor and inform the organization of social media trends, competitive landscape and general market developments/changes.

- Make sure that all PDA staff and merchants are informed and aware of all Market events, and assist the Marketing and Communications Department with producing and distributing newsletters, collateral material, press releases, and other communications;
- Other duties as assigned by department Director.

**QUALIFICATIONS:**

Bachelor's degree in Communications, Public Relations or Marketing is preferred. High level knowledge and experience with Facebook, Twitter, Instagram and YouTube is essential. Knowledge of a variety of software programs such as Excel, Word and Powerpoint and InDesign is required. Candidate must possess excellent interpersonal, written and verbal communications skills, the ability to deal effectively with diverse groups of people, and exercise good judgment and diplomacy.

**WORK ENVIRONMENT/PHYSICAL DEMANDS:**

Office work is performed in a busy office setting that is non-smoking. This position also requires occasional work on evenings and weekends. This position requires a valid WA State Driver's License. Immediate work area is shared with other personnel and the room itself has other department offices in close proximity separated by partitions. Work environment is fast-paced and requires the ability to work under pressure and deadlines. As with all positions offered by the Pike Place Market Preservation Development Authority applicants are subject to a thorough background check.

**The Pike Place Market PDA is an equal opportunity employer and encourages applications from persons of diverse backgrounds and perspectives.**