

JOURNEYWORKS PUBLISHING

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Digital Marketing Specialist

Journeyworks Publishing is a respected national publisher of health education and health promotion materials based in downtown Santa Cruz. We have a friendly, creative staff and are looking for a Digital Marketing Specialist to join our marketing team.

Overview

This position requires both creativity and strong organizational skills. One of the primary tasks is the daily execution of email marketing campaigns. The Digital Marketing Specialist will also be responsible for regular updates to the company website, as well as managing the online launch of new products. The position will assist with social media account management, and with other marketing projects as needed. Attention to detail and good proof-reading skills are key. The Digital Marketing Specialist works closely with the rest of the Marketing Team – excellent communication and the ability to work well with others are essential. This is a deadline-sensitive, detail-oriented position that requires initiative and effective project management. We are looking for a person who brings skills, experience and enthusiasm for the world of digital marketing, and the ability to see projects through from start to finish.

The Digital Marketing Specialist position is part-time hourly (20 hours per week); the work schedule may be arranged to accommodate the employee's schedule, but the work must occur during our business hours, which are Monday through Friday, from 8:30am to 5:00pm. The position is part of the Marketing Department, includes no supervision of other staff, and reports to the head of the Marketing Department. Salary: \$22-26/hour. Job is on-site (with the potential for remote work during COVID-19).

Journeyworks is committed to working for a more equitable world. Diverse candidates are encouraged to apply and we strive to establish a climate that welcomes, celebrates, and promotes diversity and respect for all people.

Specific Responsibilities

Email Campaigns:

- Create emails in Constant Contact, using content and images provided by the Marketing team; add copy and images to formatted templates, including links to product information on website.
- Send out email drafts to Marketing team for review; make edits; deploy email on scheduled date. Manage deadlines according to Marketing Calendar.
- Maintain email lists: manage unsubscribes, import new email contacts, etc.

Website:

- Website updates and maintenance: add and edit copy; upload images; read/edit HTML code; manage online aspect of product revisions.
- Online product launches: create and upload product pages for new titles; read/edit HTML code; manage and execute other launch-related tasks.
- Create and maintain .asp pages; updates to web forms; interface with website host for technical support and back-end changes. Other web projects as needed.

Social Media:

- Assist with the management of social media accounts across Facebook, Twitter, and LinkedIn.

Digital Campaign Tracking:

- Track and monitor digital campaigns using Constant Contact, Google analytics and other tools.

Additional duties and responsibilities, as needed.

Specific Skills & Experience

- Strong command of Microsoft Office suite, including Excel, Word and Access
- Proficiency in Adobe Photoshop
- Constant Contact or similar email platform
- Adobe Dreamweaver or similar web design software
- Social media platforms such as Facebook, Twitter, LinkedIn
- Project management
- Proof-reading
- Reading/editing HTML code
- Experience with Google analytics a plus

Qualifications:

- Organized, highly focused, detail-oriented
- Excellent communication skills
- Dependable and deadline oriented
- Flexible team player

Physical Requirements

- Able to keyboard/mouse for 20 hours/week.

To Apply

Send a cover letter with resume to Journeyworks Publishing. *Please note: submissions without cover letter will not be considered.*

Email: jobs@journeyworks.com

Fax: 831-423-8102

Mail: PO Box 8466, Santa Cruz, CA 95061

Please indicate your salary expectations and start date availability.

Equal Employment Opportunity Policy

Journeyworks Publishing recruits, hires, trains and promotes in all job titles without regard to race, color, sex (including pregnancy), religion (including religious dress or religious grooming), age, national origin or ancestry, physical or mental disability, medical condition, genetic information, sexual orientation, or any other consideration made unlawful by federal, state or local laws.

At Will Employment Policy

The employment relationship between Journeyworks Publishing and the employee is an at will relationship. The employment relationship and compensation can be terminated, with or without cause, and with or without notice at any time at the option of either the company or the employee.