

## Digital Content Marketing Specialist Job Description

### Overview

**Job Title** - Digital Content Marketing Specialist

**Reports To** - Chief Executive Officer

**Status** - Exempt/Non-Exempt

### Clinic Mission, Vision, & Values

**Mission** - To serve our community, moving them to excel in health, wellness, and life

**Vision** - To be the premier rehabilitation, fitness, health, and wellness organization in the Willamette Valley.

**Values** -

- Love
  - Serve and steward
  - Surprise and delight
  - Wash other people's feet
- Growth
  - Personal excellence
    - Mind - intellectual and emotional
      - Knowledge, understanding, self-worth
    - Body - physical and financial
      - Health
    - Soul - spiritual and social
      - Relationships characterized by love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control
- Grace
  - We were first loved
    - We should not cast the first stone

*1 Peter 4:10 - "As each one has received a gift, minister it to one another, as good stewards of the manifold grace of God."*

### Essential Job Functions & Responsibilities

Employee will perform physical therapy services consisting primarily of, but not limited to, the following duties:

- ☐ Conform to the policies, procedures, standards, and regulations established by Healing Motion Physical Therapy (HMPT).
- ☐ Effectively communicate content requirements and deadlines to the "social media" marketing team.
- ☐ Consistently conduct market research to ensure that Healing Motion's marketing strategies and digital content lead the industry.
- ☐ Monitor and analyze the performance of the "social media", "online and printed advertising", and "website, online presence, and reviews" marketing teams using KPIs. Participate in strategic planning, including goal setting.

- ☐ Develop and maintain a social media scheduling calendar. Facilitate the timely completion of social media content.
- ☐ Develop and maintain processes for organized content sharing and storage.
- ☐ Meet monthly with CEO.
- ☐ Coordinate and lead monthly "social media" marketing team meetings.
- ☐ Collaborate with and assist the brand coordinator with printed advertising as necessary.
- ☐ Publish social media posts and stories, update Facebook and Google ads to maximize SEO and ad spend, and send out marketing emails. React or comment on social media interactions.
- ☐ Update website content regularly, including pictures and videos, to keep information current and represent the patient experience accurately.
- ☐ Take and edit photo, video, and audio content on-site with real team members and real patients, ensuring that digital content follows company branding guidelines. Write and edit digital content for grammar, spelling, punctuation, and style.
- ☐ Promote the business of HMPT through the creation of digital content to be utilized in every aspect of the marketing plan.
- ☐ Perform all other services designated in the Digital Content Marketing Specialist Key Result Areas (KRAs).

### Qualities

- Able to improve process efficiencies
- Able to prioritize tasks
- Adaptable
- Altruistic
- Analytical
- Collaborative
- Compassionate
- Creative
- Curious
- Dependable
- Detail-oriented
- Effective communicator
- Efficient
- Emotionally intelligent
- Ethical
- Organized
- Personable
- Problem-solver
- Professional
- Self-disciplined
- Self-motivated
- Strategic planner
- Tactful

### Physical Requirements

- Frequent sitting
- Occasional standing and walking
- Occasional bending, squatting, lunging, kneeling, and light lifting (less than 25#)
- Frequent use of arms, wrists, and hands
- Frequent talking, seeing, hearing, and communicating

#### Required Qualifications/Experience

- Bachelor's degree in marketing, communications, or similar
- Minimum of one year of experience in digital content creation
- Basic knowledge of SEO
- Must be able to read, write, speak, and understand the English language

#### Desired Qualifications/Experience

- Experience in a healthcare setting
- Type 45 words per minute and use a 10-key calculator
- Experience using Microsoft Office
- Experience using Adobe
- Experience using Canva
- Experience using Wordpress
- Experience using KEAP
- Experience managing and utilizing various social media platforms such as Facebook, Instagram, and YouTube
- Photography
- Videography
- Graphic design
- Photo/video/audio editing