



DIGITAL WEB COORDINATOR

DEPARTMENT: MARKETING

REPORT TO: VICE PRESIDENT OF MARKETING & BRAND STRATEGY

WAGE CATEGORY: EXEMPT

Working under the direction of the Vice President of Marketing and Brand Strategy, this role will proactively deliver the messaging, content, online voice and digital engagement of the “Workforce Portal” project under the Vegas Chamber’s brand. This project is the first of its kind for Nevada, and an exciting opportunity to an individual who would like to make a change in the everyday lives of our community. The Digital Web Coordinator will be the connective tissue between the website, digital assets, and the Nevada workforce community. The need for the Portal to stand out, analyze data, and be at the forefront of change is a must.

This individual will be a self-starter, working in a fast-paced environment, and responsible for ongoing content of the Workforce Portal. This candidate will create a social environment that will empower the end user to visualize the benefit of the Workforce Portal. This role will have basic coding knowledge, to help maintain the daily needs of the portal and its content.

SUMMARY OF THE PROJECT:

The Vegas Chamber is partnering with community leaders to develop, execute, and implement the first of its kind – a one stop Workforce Portal for Nevada. The intention of this portal is to allow the end user the resources and tools needed to secure a sustainable career path. The portal will include online career assessments, alongside educational requirements, certifications, and financial resources for each career path. The end goal is to create a pipeline, and much-needed visibility, of opportunities of employment in Nevada. The workforce portal will allow opportunities to upskill staff and expand capabilities, as well as re-train, and prioritize the ongoing employment needs of the State.

JOB STATEMENT

- Take ownership and serve as the main “author” of the website content, and understand the user experience click by click
- Produce, execute, and elevate compelling digital media campaigns and content to elevate the visibility and understanding of the Workforce Portal
- Create and administer content to build brand awareness through asset creation, QA / Testing, and publishing
- Conceptualize and write compelling content (long and short form) to encourage user engagement and to increase brand awareness
- Provide regular reporting and analytics on digital activities; analyze web success and measure against defined KPIs
- Recommend and create strategies and methods for increased engagement, impressions, and post link clicks with paid and non-paid strategies
- Direct and manage the creation of all digital content such as website, blogs, press releases and podcasts, infographics, videos, etc. to elevate the Workforce Portal brand and understanding
- Other duties as assigned

JOB SPECIFICATIONS

- Minimum 2 years relevant experience required
- Working knowledge of Microsoft office application (Word, Excel, Power Point) required
- Excellent written, verbal, and interpersonal communication skills
- Proficiency with Web Analytics and presentation tools such as Google Analytics
- Experience with database management
- Ability to handle multiple tasks under pressure without losing productivity or attention to detail
- Demonstrates strong judgment skills and attention to detail while meeting targeted deadlines
- Excellent written and verbal communications, proofreading and editing skills
- Photography, videography and video editing skills and experience desired
- Ability to work independently and handle stressful situations while maintaining a positive attitude
- Excellent organizational, problem-solving, and time-management skills
- Engage in a professional manner and with individuals at all levels
- Exhibit and abide by the Vegas Chamber values, policies and procedures including integrity, collaboration, adaptability, accountability, punctuality, superior customer service and delivering excellence
- Must possess a valid Nevada driver license, clean DMV record, reliable personal vehicle, and insurance, suitable for transporting materials to and from events if required
- Must be able to continuously (repeatedly use fingering/fine dexterity, wrist motion, flex wrist, grasp/squeeze, handling/gross dexterity, reach at shoulder or below, hear, talk, and sit
- Must be able to frequently reach above shoulder, stoop, kneel, balance, bend, twist body, walk and stand
- Must be able to occasionally lift, carry push, or pull a minimum of 35lbs
- Bilingual in either Spanish or Tagalog a plus

BENEFITS AND PACKAGE

- Benefits: • 401(k) matching • Dental insurance • Health insurance • Life insurance • Paid time off • Vision insurance
- Typical Monday through Friday, however on occasion, this role will be required to attend early morning/evening events or weekend activities