

***Cannabis Control Commission***  
***Job Description***

**Department:** Administration

**Reports to:** Communications Director

**Job Title:** Digital Director

**FLSA Status:** Exempt

**I. PURPOSE OF THE JOB**

- Under the direction of the Communications Director, manages the digital functions related to the Commission's communications and marketing strategy, enhances public engagement, and performs data analytics.

**II. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

- In collaboration with the Executive Director, Commissioners, and other senior staff, develop and manage digital channels to boost communication and outreach to Marijuana Establishment applicants, licensees, municipalities and the public.
- Communicate and advocate the Commission's priorities and mission using creativity, consistent branding, cutting edge technology, and web optimization techniques.
- Monitor the Commission's digital channels, including, but not limited to its website, email, blogs, and social media, and prepare public responses as needed.
- Develop and coalesce the Commission's web presence and overall marketing strategy.
- Innovate solutions to increase web traffic and social media engagement.
- Ensure best web practices are followed and regularly propose opportunities to improve user experience.
- Prepare a wide range of materials in support of the Commission's work, including, but not limited to, a website, data dashboard, digital brochures/newsletters and other applications or publications as needed.
- Provide technical assistance to the Executive Director and Commissioners on content management, data analytics, and multimedia objectives.
- Ensure that digital channels are accessible to variety of users, including mobile platforms and ADA compliance.
- Assist with the development and implementation of special projects, including, but not limited to, public awareness campaigns, digital marketing and advertising.

**III. OTHER DUTIES AND RESPONSIBILITIES**

- Work with the Communications Director, Executive Director and Commissioners to ensure necessary stakeholders are well versed in the website's style and technology, plus other digital tools.
- Support the Communications Director in managing the Commission's digital content calendar to ensure all deadlines are met.
- Keep the Executive Director and Commissioners informed about digital technology developments in other states.
- Maintain the Commission's digital marketing plan in line with the budget.
- Attend meetings and hearings that directly impact the Commission's communications, marketing and outreach.
- Draft and/or review digital content.
- Perform related duties as assigned.

**IV. KNOWLEDGE AND SKILLS**

- Knowledge of Commission's mission, standards and goals.
- Excellent management and communication skills, including writing and presenting skills.
- Familiarity with web design, and strong proofreading and analytical skills.
- Solid interpersonal and organizational skills, able to manage multiple projects at the same time.
- Expert computer (i.e. Word, Excel, Access) and design skills (i.e. Photoshop, Illustrator, Publisher, Wordpress).
- Strong project management skills and attention to detail.
- Comfortable working independently, as well as with teams.

**IV. EDUCATION AND EXPERIENCE**

- Bachelor's Degree in Marketing, Communications, Digital technologies or a related field from an accredited institution of higher education required; advanced degree preferred.
- Five years of experience working in digital marketing or communications.
- Experienced at developing a variety of communications platforms such as digital dashboards, FAQ pages, and reports.
- Proven ability to design and/or manage a digital marketing campaign.
- Experience working with people from diverse cultural and ethnic backgrounds.