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.