

**Choice Spine  
Job Description**

**Job Title:** Marketing Communications, Creative and Social Media Manager

**Department:** Marketing  
**Reports To:** Director of Marketing  
**Shift:** First  
**FLSA Status:** Exempt  
**Prepared By:** Ron Moore  
**Prepared Date:** 04-15-21  
**Approved By:** Ron Moore  
**Approved Date:** 04-15-21

**SUMMARY**

Under routine supervision, primarily responsible for the development of creative components and/or the enhancement of existing marketing illustrations, website(s), logos, and sales literature. Involved in developing print and digital ads, tradeshow graphics and other marketing materials. Other responsibilities include assisting in the development of product literature of a highly technical nature. Will also collaborate with the Marketing Product Managers to develop and implement social media strategies and distribute to target markets on multiple social media platforms.

**SOCIAL MEDIA RESPONSIBILITIES:**

- Oversee day-to-day management of social campaigns and ensure brand consistency.
- Design clear, interesting, and engaging social posts for target markets.
- Work with our brand to create and implement an ongoing social media strategy.
- Supervise all aspects of social media interaction between customers and the company and ensure a positive customer service experience.
- Implement paid social and search content.
- Drive social media development and growth through audience identification, competitive research, benchmarking, and actively exploring new trends and best practices.
- Ensure progress on all platforms by using analytical tools such as Google Analytics as well as other tools.

**CREATIVE MANAGER RESPONSIBILITIES:**

- Communicate and enforce brand guidelines and standards across product lines.
- Design, manage, and ensure all marketing material are in line with the brand identity through items such as print and digital ads, eblasts, tradeshow graphics, literature publications and more.
- Collaborate with the Marketing Product Management team to create and update technical guides.
- Maintain a strong and consistent brand through a diverse range of marketing channels – both print and digital.
- Manage and update corporate website built in WordPress.
- Present marketing and design ideas to executive management.

**SUPERVISORY RESPONSIBILITIES:**

- One over manager to Marketing Communications, Animator & Illustrator

**ESSENTIAL EXPERIENCE AND SKILLS:**

- Experience in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Experience in SEO, keyword research, and Google Analytics.
- Experience planning and executing paid media.
- Experience editing content within WordPress.
- Experience working within Constant Contact or Mailchimp.
- Able to compile and analyze key social media metrics and modify campaigns as needed.
- Ability to meet deadlines.
- Excellent writing skills, with an eye for proofreading and grammar.
- Strong attention to detail.
- Strong work ethic, self-motivated, and able to take initiative.

**EDUCATION and/or EXPERIENCE**

Four-year degree in Graphic Design/Marketing or related field required. 2-4 years of experience in Graphic Design & Social Media Marketing.

**CERTIFICATES, LICENSES, REGISTRATIONS**

None.

**EXEMPTION**

Exempt

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds.