



Website Marketing Manager Job Posting Salary Range: \$65,000 to \$90,000

Summary/Overview:

The website marketing manager will be responsible for creating, updating, maintaining, managing the “voice” for Access Health CT’s online presence. This position will work with an outside advertising firm to maintain site standards with regard to new development. The marketing manager will work closely with technical, business development, and marketing members of our organization, so strong communication skills are needed. Tasks require a strong attention to detail and ability to work under tight deadlines.

Our Vision: The AHCT supports health reform efforts at the state and national level that provide CT residents with better health, and an enhanced and more coordinated health care experience at a reasonable, predictable cost.

Our Mission: To increase the number of insured residents, improve health care quality, lower costs and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

Essential roles and responsibilities:

Manage content for organization’s web presence (requires working with content management software)

- Coordinate web projects across departments
- Maintain a consistent look and feel throughout all web properties
- Copyedit and proofread all web content
- Oversee projects with outside PR firm
- Keep current with emerging web technologies through relevant blogs, listservs, and events
- Assure web-based information is archived for future needs and reference
- Track and report on all site metrics
- Work cooperatively with key team members, clients and vendors
- Creatively enhance design and messages to address a large and diverse customer base.
- Develop new and innovative ways to deliver marketing to key customers and stakeholders using technology.
- Manage social media presence on the website

Competencies: to perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Synthesizes complex or diverse information; Collects and researches data.

- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully.
- Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality.
- Oral Communication - Listens and gets clarification; Responds well to questions.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; Varies writing style to meet needs; Able to read and interpret written information.
- Teamwork - Balances team and individual responsibilities; Contributes to building a positive team spirit.
- Professionalism - Accepts responsibility for own actions; Follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality.
- Attendance/Punctuality - Is consistently at work and on time.
- Dependability - Follows instructions, responds to management direction; Commits to additional work hours when necessary to reach goals.
- Initiative - Takes independent actions and calculated risks; Asks for and offers help when needed.

Qualifications:

- Advanced knowledge of HTML and experience with popular content management systems (Drupal, Convio, Kintera, etc.)
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Basic Adobe Photoshop skills
- Proven ability to build consensus and work effectively within a cross-departmental team
- 3-5 years experience managing content and production for high traffic websites
- Bachelor's degree in English, Journalism, Technical Writing or a related field
- Ad or Marketing agency experience preferred
- Insurance industry experience preferred
- Passion, Integrity and Energy!

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 frequently required to sit, hear, use hands to type data, and utilize a phone or other electronic communication devices. This employee may occasionally have to operate business machines. Specific vision abilities required in this job include close vision and the ability to adjust focus.

Work Environment: the noise level in the work environment is usually average. Requires fast-paced deadlines and has a high stress at times.

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