DIGITAL CONTENT AUTOMATION SPECIALIST

Position Status:	Exempt
Reports To:	Digital Communications Manager
Effective Date:	04/02/24
Revised Date:	
Job Level:	P2

POSITION SUMMARY

Under limited supervision, this position:
1. Develops, coordinates, and executes targeted digital communications to all Alliance audiences
2. Works with internal stakeholders and vendors to facilitate digital communications
3. Performs testing, analyzes the results of digital communications campaigns, and makes recommendations for improvement
4. Performs other duties as assigned

RESPONSIBILITIES

1. Develops, coordinates, and executes targeted digital communications to all Alliance audiences, with duties including but not limited to:
   - Building and executing digital communications automation campaigns and ensuring timely delivery of all digital communications
   - Ensuring text content is at the appropriate reading level and meets suitability standards
   - Using an automated email delivery program to distribute communications
   - Facilitating technical delivery of digital communications, including member, provider, and employee newsletters, as assigned
   - Setting up texting campaigns in the texting platform, including setting up and troubleshooting campaign flow and logic, pulling curated lists of phone numbers, executing and sending campaigns, and maintaining opt-out lists
   - Coordinating and resolving technical issues with texting vendor
   - Maintaining lists in the digital communications platform, including removing duplicates and opt-outs
   - Segmenting lists and creating targeted emails and text messages that are personalized to particular groups
   - Utilizing identified digital communication platforms to design and automate targeted communication workflows, ensuring timely and relevant communications
   - Reviewing reports of member and provider replies to digital texts and email newsletters, providing responses to text messages, and facilitating responses with appropriate department
   - Reporting on results of email and texting campaigns
   - Making recommendations for improving digital communications and member experience
   - Formatting provider, member, and employee newsletters within digital communications platforms
   - Assisting with the development of text message campaigns to promote key programs and messages

- Editing text messages to members to ensure they include clear calls to action and are within character limits
- Drafting email headlines to ensure engaging calls to action
- Monitoring and managing email deliverability and ensuring compliance with regulations and best practices
- Staying informed of industry best practices and state and federal legislation and regulations related to Telephone Consumer Protection Act (TCPA) compliance
- Staying up to date with industry trends and advancements and recommending new technologies to enhance digital communication
- Creating written materials such as job aids, process documentation, reports, and other program documents
- Assisting with the development and implementation of policies and procedures related to digital content automation
- Participating in Marketing and Communications Department projects
- Cross-training with other Marketing and Communications Department staff for back-up purposes
- Escalating issues to the Digital Communications Manager, as appropriate

2. Works with internal stakeholders and vendors to facilitate digital communications, with duties including but not limited to:
   - Working with the Cultural and Linguistics team, Member Services, Health Services, and Provider Services to ensure that scripts receive proper approvals and meet readability and suitability standards
   - Ensuring that internal stakeholders are aware of campaign schedules and when campaigns are delivered, including assisting with development of internal talking points, as needed.
   - Reviewing text message content and email scripts submitted by internal stakeholders and making recommendations for revision, as appropriate
   - Facilitating approval of messaging scripts
   - Coordinating email content with the Multimedia Designer to test content and ensure formatting and readability standards are met across multiple devices
   - Collaborating with individual stakeholders and cross-functional teams to ensure consistent and effective messaging
   - Serving as a digital content automation subject matter expert and resource

3. Performs testing, analyzes the results of digital communications campaigns, and makes recommendations for improvement, with duties including but not limited to:
   - Assisting with database segmentation to develop targeted communications in digital platforms, as identified.
   - Testing text language and email headlines with testing groups, evaluating results, and making recommendations related to content and timing of distribution based upon evaluation of results
   - Conducting A/B testing and campaign performance evaluations to optimize communication tactics and improve overall effectiveness

- Monitoring and evaluating the success of initiatives, providing regular reports and recommendations to the Digital Communications Manager on campaign performance, member engagement, and opportunities for improvement
- Analyzing and tracking key performance indicators, and developing insights to optimize communication strategies
- Evaluating campaign results and making recommendations for improvement

4. Performs other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's degree in Communications, Marketing, Business, or a related field and a minimum of three years of experience supporting digital communication activities, (a Master's degree may substitute for two years of experience); or an equivalent combination of education and experience may be qualifying.

KNOWLEDGE, SKILLS, AND ABILITIES

- Working knowledge of digital communications strategies, tools, and automation platforms, including best practices
- Working knowledge of the principles and practices of corporate communications
- Working knowledge of basic research, analysis, and reporting methods
- Working knowledge of the principles and practices of customer service
- Working knowledge of and proficiency with Windows-based PC systems, including Microsoft Word, Excel, Outlook, and PowerPoint
- Some knowledge of basic programming concepts, such as variables, conditions, and operators
- Some knowledge of the principles and practices of database segmentation
- Some knowledge of performance-based measurement, outcomes, and metrics
- Ability to prioritize tasks in order to meet deadlines and respond to changing priorities
- Ability to identify issues, conduct research, gather and interpret information and data, identify issues of concern, make logical recommendations for action, and escalate issues to management as appropriate
- Ability to demonstrate strong analytical skills and prepare or assist in the preparation of statistical and narrative reports
- Ability to analyze and evaluate campaign performance metrics and make data-backed recommendations for improvement
- Ability to compose text content and email headlines and edit content for style, tone, grammar, completeness, and consistency of brand message
- Ability to develop and execute digital communications, including setting up automations within various platforms
- Ability to segment lists within an automation platform to create targeted text messages and emails
- Ability to understand data privacy regulations and best practices related to digital communication initiatives and escalate issues to management
- Ability to coordinate the work of vendors and facilitate discussions to resolve issues
- Ability to create job aids, process documentation, reports, and other program documents
- Ability to interact diplomatically with a wide variety of people, gather information from stakeholders, foster teamwork, and facilitate collaborative discussions

- Ability to demonstrate flexibility and creativity, anticipate needs, exercise resourcefulness in developing solutions, identify improvements to existing practices, and effectively adapt to change
- Ability to develop and organize tracking and recordkeeping systems and maintain accurate records
- Ability to interpret and apply policies, procedures, standards, and guidelines
- Ability to assist with the development of department policies, procedures, and guidelines
- Ability to work independently with minimal supervision and as a member of a team

DESIRABLE QUALIFICATIONS

- Experience working in a health care setting
- Some knowledge of basic HTML
- Some knowledge of graphic design and layouts
- Some knowledge of AI powered automations and personalized communications
- Some knowledge of federal and state health care regulations

WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time
- Ability to bend, lift and carry objects of varying size weighing up to 10 pounds
- Ability to work effectively in a remote work environment
- Ability to travel to different locations in the course of work

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This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.