Position Description

Date: March 1, 2020
Position Title: Manager, Web, SEO and Design
Reports to: Vice President of Marketing, Membership and Engagement
Status: Exempt

Role Summary
We are hiring a talented manager to manage our search engine optimization (SEO), Pay-per-Click (PPC), and ASAM.org website presence. You will be responsible for identifying and executing opportunities to improve our organization website(s) and our content’s search rank for key terms at the top, middle, and bottom of our marketing funnel. We are looking for someone who has a basic level of design experience in Adobe Creative Suite (Illustrator, Photoshop, Premier, and InDesign).

Responsibilities:
• Conduct website journey research, and help our team optimize our website, marketing touchpoints, and conversion approach accordingly.
• Collaborate on the development and execution of SEO content for website. Including subject matter experts, designers and strategists.
• Manage of organic search engine performance and PPC including providing data analytics and insights.
• Stay up-to-date with the latest trends and changes with SEO and the major search engines.
• Maintain of all our online branding protocols located at ASAM.org in Sitefinity CMS and several other lead generation microsites hosted in WordPress CMS.
• Implement and maintain privacy adherence and incorporate them with lead generation content produced from the websites.
• Remove any “dead” links and respond to issues with site functionality across organization.
• Create mock-ups for proposed content pages/landing pages for lead generation and update all website pages as needed.
• Provide support and monitor ASAM member-only online community forums planned for future.
• Serve as back-up designer during peak volume times; design basic flyers, business cards, web banners, email headers, etc.

Time Allocation
• Website maintenance, SEO and PPC optimization 60%
• Website content and template implementation 20%
• Digital Design 20%

Required Qualifications
• Minimum 2 -3 years’ experience with data-driven SEO analysis and optimization
• Thorough knowledge of search ranking and optimization factors and key algorithm updates.
• Proficient in web analytics and keyword tools. (SEMRush, Google analytics)
• Solid understanding of HTML/CSS/Java script
• Demonstrable basic level of experience in Adobe Creative Suite (Illustrator, Photoshop, Premier, and InDesign).
• Excellent written communication skills.

Desired Qualifications
• Bachelor’s Degree Preferred or experience in related field
• Experience with Sitefinity CMS and/or WordPress CMS is a plus.
Recruiting Salary Range:

Benefits of Working at ASAM:

- ASAM’s work with physicians and clinicians helps millions of patients, families, and communities impacted by addiction
- ASAM’s work helps address the vast national crisis of opioids and addiction
- ASAM enjoys a strong organizational culture, living by values determined by staff of open collaboration, trust, courage, and connectedness
- ASAM is proud to have earned the Sloan Award for Excellence in Workplace Effectiveness and Flexibility
- ASAM offers competitive compensation (commensurate with experience) and benefits that include paid vacation and sick leave, transportation reimbursement, medical insurance, and 401k.

ASAM provides equal opportunity to all staff. No person shall be discriminated against because of race, color, religion, sex, national or ethnic origin, age, physical handicaps, marital status, sexual orientation, family responsibilities, political affiliation, or any other category that is protected by federal law or the laws of the Maryland.

ASAM is proud to be honored with the Sloan Award for Excellence in Workplace Effectiveness and Flexibility for its use of flexibility and other aspects of workplace effectiveness as a workplace strategy to increase business and employee success. ASAM was one of eight organizations and the only association to be recognized in the state of Maryland.