

***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.

**V. SALARY RANGE | \$65,000 - \$75,000**

**Benefits Package:**

The Commission is pleased to offer a comprehensive benefits package to its employees. The specific components and eligibility may vary based upon position classification, hours worked per week and other variables. Therefore, specific benefits for this position may be discussed as part of the interview and offer process.

The Digital Director is a management position; as such the successful candidate will be hired as an employee at will. This position is non-civil service. This position is an exempt position.

The overall benefits available include: paid vacation, sick and personal leave time, health, dental and vision insurance through the Commonwealth's Group Insurance, and optional pre-tax Health Savings Account plans.

In addition, the Commission provides employees the opportunity to elect life insurance, long term disability insurance, deferred compensation savings, tuition remission and pre-tax commuter account plans, along with other programs.

The Commission employees also participate in the Commonwealth's State Retirement Plan, which can become a defined benefit plan for those that both vest and subsequently retire from State service. Follow this link for additional retirement information: <http://www.mass.gov/treasury/retirement/state-board-of-retire/>.

**Commitment to Diversity:**

The Commission is committed to building a diverse staff across its entire agency and at all levels. The Commission is an equal opportunity/affirmative action employer.

**Application Process and Deadline:**

The Commission encourages interested candidates that meet the minimum requirements for experience and skills to apply for this position. Interested candidates should submit a cover letter and resume by e-mail no later than Friday, March 30, 2018. The application package should be submitted to:

[CannabisCommission@state.ma.us](mailto:CannabisCommission@state.ma.us)

Please include the position title in the subject line: Cannabis Control Commission Digital Director

Submissions are due by 5:00 pm (e-mail) on March 30th; late submissions may be considered solely at the discretion of the Commission.

**Notice of Required Background Check – Including Tax Compliance:**

The Commission requires a background check on all prospective employees as a condition of employment.

Candidates should be aware of this requirement but should also know that such background check is not initiated until:

1. A candidate is invited to a second or subsequent interview, and
2. The candidate has signed the Background Check Authorization Form and related releases.

This background check includes a Criminal Offender Record Information (CORI) check, Federal IRS and Department of Revenue state tax compliance on all prospective employees as a condition of their employment.

Candidates with advanced degrees and professional licenses may have these credentials verified. Individuals other than those references provided by a candidate may be contacted in the course of completing a full background and qualification check.

Those candidates invited to interview will be contacted by the Commission. Unfortunately, due to the anticipated high volume of applicants for this vacancy, we are unable to provide status updates to specific individuals.

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