



Job Description: Digital Engagement Coordinator
part-time | social media, web, and email marketing

REPORTS TO: Senior Communications Officer

POSITION SUMMARY: The Digital Engagement Coordinator is a social media sharing machine. He or she knows how to repackage old content in fresh ways as well as generate ideas for new content that engages with different online audiences while staying true to our organization's identity, voice, and mission.

Essential Job Responsibilities:

- **Promote Capital IDEA through social media, web posts, and email marketing.** Produce narrative content that tells the Capital IDEA success story from start to finish. Content will include photos, text, and some graphics. Create ads and manage budget for online and social media marketing to boost messages to wider audience. Tailor content to each social media platform and to our target audiences:
 - Outreach – educate our community on the career opportunities Capital IDEA provides and motivate them to take the next step of applying for our program.
 - Donors & Supporters – support fundraising campaigns and donor appreciation through social media and Supporter Spotlight news posts.
 - Alumni – coordinate with the Alumni Engagement Coordinator to help promote awareness around our new alumni efforts through email and social media.
- **Perform admin duties for online accounts**
 - Moderate conversations across social media sites and private groups
 - Event Calendars: update events on website, Facebook, and online community calendars
 - Email Management: import and maintain lists; monitor campaign performance.
- Other office duties, as needed

Minimum Qualifications and Required Skills

Experience & Education

We're looking for someone with a 1- 3 years' experience representing an organization online, which may include running online promotions, email marketing, or digital communications. We'll also consider applicants with equivalent education (certifications or associate's degree in marketing, communications, or related field, preferred) and an eagerness to learn and grow into the position.

Skills

- Ability to write short and engaging content. Ideally, this person is a great short-content writer and knows how to adapt content for different platforms.
- An enthusiastic amateur photographer, who is willing travel to the location, and is not afraid to wrangle a group together to get the perfect photo to post. An eye for photo composition and some experience with photo touch up tools is a huge plus.
- In addition to social media experience (which is a must), we prefer some experience with WordPress, MailChimp, and Adobe Creative Suites, or similar programs.
- Flexibility to attend occasional evenings and weekend events.

TO APPLY

Email resume and cover letter to Senior Communications Officer, Liz Ramon capitalidea@capitalidea.org. Please include the minimum and maximum number of hours you'd prefer to work per week.

Deadline: Monday, June 3, 2019

Expected start date: end of June – early July

Pay: \$15.00/hour, approximately 20 hours a week

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