



Job Posting | JOIN OUR TEAM

Job Title:	Digital Content Creator
Posting Date:	May 19, 2023
Reports To:	Communications Manager
Salary Range:	\$53,000 - \$55,000
Deadline To Apply:	June 19, 2023

Last updated: 5/15/2023

ABOUT CAPITAL IDEA

Capital IDEA is an Austin-based nonprofit dedicated to lifting working adults out of poverty and into living wage careers through education. Partnering with Austin Community College, we provide a range of services designed to help low-income adult students succeed in school and enter high-paying, in-demand jobs. Since our founding in 1998, more than 2,200 Central Texans have completed the program and moved their families out of poverty.

ABOUT THE POSITION

The Digital Content Creator uses their skills and knowledge of in-house video production (social media quality), photography, email marketing, and social media strategies to reach target audiences and move them to specific actions. He or she knows how to repackage old content in fresh ways as well as create new content that will speak to different online audiences while staying true to our organization's identity, voice, and mission.

JOB DUTIES

Tell the Capital IDEA story, educate the public, and motivate audiences to take action! Using social media, blog posts, and email marketing, create compelling content and messages in appropriate formats for each platform. Tailor your content and know your target audiences. Learn as you go. Be creative, experiment, and continuously evaluate your effectiveness to keep improving.

- Community Outreach – educate our community through various digital channels on the opportunities Capital IDEA provides and motivate them to apply.

- Donors & Supporters – support fundraising campaigns and donor appreciation through social media and other channels.
- Success Stories – coordinate with the Communications Manager and the Alumni Engagement Coordinator to collect and distribute graduate testimonials and photos. Celebrate new students and graduations through online channels.

Content Creation

- Create or source content for weekly social posts and email campaigns. Seek out opportunities to get great photos and video. Get volunteers as needed among staff, graduates, or students. Be persistent in getting the content or participation you need. Schedule production time, as needed, and produce a final product that is ready to distribute across social media channels.

Social Media Management & Email Marketing

- Track, report, and analyze online engagement against organizational goals, objectives, and performance indicators. Collaborate with Communications Manager to identify trends and insights to improve segmentation, messaging, frequency, and delivery strategies.
- Moderate conversations across all Capital IDEA's social accounts and private groups.
- Create ads and manage a small budget for social media marketing on Facebook and Instagram, boosting messages to reach a wider audience.
- Research new forms of digital advertising and stay current on digital marketing trends, best practices, and changes across social platforms.
- Update events on Facebook and online community calendars.
- Maintain and grow email lists and monitor email campaign performance.

Other Job Duties

- As needed, attend events to contribute to live social media coverage or to assist the Outreach Team to promote Capital IDEA through person-to-person interaction.
- Other office duties, as needed.

QUALIFICATIONS

- One to three years of previous experience representing an organization online required.
- Associate degree or higher required.
- Proven collaborator skilled at engaging online audiences as well as coworkers.
- Eagerness to learn new skills and improve.
- Experience managing business or community group accounts on social media required. Preferred experience with Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Some video production and editing experience required (personal or professional).

- Some photography and photo editing experience required (personal or professional).
 - Strong writing skills with experience producing short-format content required. Preferred experience in long-format (500+ words) as well.
 - Experience with digital production and online management tools required. Preferred experience with: MailChimp, Adobe Creative Suites, Canva (or similar), SocialBee, WordPress (blog), and SEO performance trackers.
 - Flexibility to attend occasional evenings and weekend events throughout Central Texas.
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BENEFITS

Capital IDEA has built a diverse and dedicated team that shares a passion for our mission. We reward performance through competitive salaries and merit-based raises. While we expect our team to go above and beyond in service to our community, we also believe that you must take care of yourself to take care of others. We offer a generous benefits package which includes 1 week of sick leave, 2-4 weeks of vacation (based on experience), plus extra paid time off for everyone during the holidays (we close from December 24th through January 1st every year.) We provide medical, dental, and vision insurance, plus a 3% match on retirement contributions. When you join our team, you'll have high expectations to meet and big goals to work towards. You'll also have a team who supports you, and you'll know you're making a difference.

TO APPLY

Send resume and cover letter to Liz Ramon at hire@capitalidea.org.