



Keeping families close™

Job Title: Digital Content Coordinator

Date: March 2022

Job Purpose:

The Digital Content Coordinator is critical to the success of the Charity's marketing communications goals. This position has a vital storytelling role, responsible for creating and maintaining content on armhc.org and all social media platforms including Facebook, Instagram and LinkedIn to explain our mission and its impact. In addition, this role is responsible for tracking results in real time and interpreting analytics to maximize engagement. Accuracy, attention to detail, discretion and the ability to maintain confidentiality of donor and Charity information, flexibility, excellent written and verbal communication skills, and a passion for Atlanta RMHC and its mission are required. This position reports to the Digital Marketing Manager.

Qualifications:

1. Bachelor's Degree required with a minimum of 1-2 years of relevant experience creating digital content, managing websites, and creating/implementing social media programs. Nonprofit experience is a plus.
2. Possess the following skills and aptitudes:
 - a. Excellent with most Adobe Creative Suite programs, in particular Acrobat, InDesign, Illustrator, Photoshop and Premier
 - b. Skilled at shooting and editing videos
 - c. Strong photography skills
 - d. Excellent copywriting skills
 - e. Strong html skills and WordPress experience
 - f. Organized with excellent time and resource management skills
 - g. Self-starter, able to work independently as well as part of a team
3. Ability to build and foster relationships with individuals with a variety of ages, backgrounds and experience in-person and via phone
4. Ability to work under pressure and meet deadlines, including occasional evenings and weekends
5. Ability to balance multiple projects and deadlines simultaneously while exuding a positive attitude
6. Possess the following characteristics: compassion, tact, honesty, maturity, trustworthiness, flexibility, intuitive, professionalism and ability to work as part of a team

Essential Functions:

- Under the supervision of the Digital Marketing Manager, develop content ideas, execute social media plan and editorial calendar with input from all Atlanta RMHC departments
- Backup the Digital Marketing Manager to ensure adequate coverage of the website, email (Luminate CMS) and social media platforms at all times



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- Conduct interviews, write and publish blogs to ensure families, volunteers and donors are represented regularly through stories, videos and photography
- Conduct interviews, write and post family, volunteer and donor spotlights on social media that highlight the impact of the mission that inspires donors to act
- Capture and edit candid videos of behind the scenes at our Houses
- Staff special events to take photos and make social posts
- Maintain House digital signage content system
- Take minutes at marketing committee meetings and help prepare meeting materials in advance
- Maintain and organize digital photography and video archives
- Help recruit and supervise intern

Digital Marketing/Website:

- Provide weekly content for website, including blog posts and videos
- Promote McDonald's initiatives in support of our mission on our platforms
- Help maintain and update website in real time with adding sponsors/updates and forms for event and development teams
- Maintain merchandise in online shop once established
- Design graphics for Google and social media campaigns
- Assist with email campaigns in Blackbaud and provide coverage for teammates when others are out of office

Social Media:

- Post engaging content (photos/videos/graphics) to promote the understanding of Atlanta RMHC's mission and the need for support
- Analyze and report social activity monthly, deliver insights to direct social media strategy and stay up to date on marketing trends, tactics, features and best practices to build engagement
- Identify and follow influential users and high-profile individuals to encourage their support
- Leverage social media marketing tools to optimize posting times, content, etc. and to monitor competitor channels
- Monitor all Atlanta RMHC channels daily to ensure engagement and remove targeted spam or inappropriate content in timely fashion
- Help monitor benchmarks and update dashboards

Special Events:

- Assist with the design of collateral and signage for special events
- Manage and staff BMW Raffle promotional events
- Staff special events and post social media on-site across all platforms (Golf Classic, Dines-In, Wine & Fries, Tour of Homes, Hearts and Hands Gala,



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Handbag Hullabaloo)

Other Functions:

- Maintain spreadsheets and tracking for McDonald's monthly incentive program
- Assist with mailings and other administrative tasks as assigned
- Attend meetings and functions as designated by the Sr. Director of Marketing & communications or President & CEO
- Fill speaking engagement requests when appropriate
- Local travel in a 90-mile radius to meetings, appointments and donor relations as needed

Disclaimer:

Must be vaccinated against COVID-19. Required to provide documentation during the onboarding process. This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the position. While this is intended to be an accurate reflection of the current position, management reserves the right to revise the position or to require that other or different tasks be performed when circumstances change (i.e. emergencies, changes in personnel, workload, rush job, or technological developments)

Physical Demands:

- Maintain a hybrid workspace within Administrative Offices of Atlanta RMHC
- Near visual acuity essential for reading
- Talking and hearing essential for communication
- Physically able to climb stairs
- Physically able to transport items up to 50 pounds necessary to set-up events

Approved: _____ Date: _____
Digital Marketing Manager

Accepted: _____ Date: _____
Digital Marketing Coordinator