



DIGITAL MEDIA COORDINATOR

JOB DESCRIPTION

Job Title: Digital Media Coordinator
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Exempt

MISSION

The Warren Center advocates, serves and empowers the children and families impacted by developmental delays and disabilities.

SUMMARY: *As a Digital Media Coordinator, you will optimize, and execute search engine marketing plans and social media campaigns to ensure organizational goals are met. You will analyze data, identify trends and expand our online reach. Your goal is to use the power of the web to increase referrals to the agency and to let the community know how The Warren Center is changing lives.*

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform the following satisfactorily. Other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Executes day-to-day social media responsibilities, monitoring and responding to comments and interactions, and handles implementation of social media campaigns on Facebook, Instagram, LinkedIn, YouTube, Twitter and Google Business.
- Oversees and creates written content with a consistent narrative that includes original and curated content, covers key messages, and aligns with program initiatives.
- Ensures deadlines and schedules are met accordingly for all online content, and participates in any new initiatives and social media efforts.
- Monitors goals and objectives for social media profiles and effective benchmarks for measuring impact of social media programs, and evaluates results to recommend strategy changes.
- Remains fully informed on market and social media trends, state-of-the-art technology and research, and implements best practices such as new algorithms, features and platforms.
- Assists with the photography, videography and execution of marketing at events when necessary.
- Maintains an updated social calendar and open communication with management of scheduled posts and promotions.
- Monitor campaigns, report website analytics and oversee our Google business account.
- Creates multimedia content for digital platforms including but not limited to videos and

graphics.

- Collaborates with Director of Marketing and internal teams to create landing pages and optimize user experience
- Generates web and PPC campaign reports

QUALIFICATIONS

- **Education/Experience** – Bachelor’s degree or equivalent in Communications or Marketing related field. Two to five years related experience or a combination of education and experience. *Good Analytics Certification, Google AdWords Certification, Facebook Blueprint Certification a plus.*
- **Social Media Expertise** - Must have a strong understanding of digital marketing best practices, a knack for telling stories across social channels, a love of digging deeply into data to uncover insights and a passion for keeping up with the evolving social media landscape.
- **Google Platforms Experience** - Basic understanding of Google Analytics, Google AdWords and Google Business is required.
- **Content Creation Experience** – Ability to create content for Facebook, Twitter, Instagram, YouTube, LinkedIn, Google Business and The Warren Center website. This includes managing a content calendar and scheduling content within posting software, such as Hootesuite.
- **Computer Skills** - To perform this job successfully, an individual should have knowledge of Microsoft Office as well as experience using WordPress or similar CMS platform. Experience using Adobe Creative Cloud and Canva is a plus.
- **Personal Skills** - Ability to deal with professionals at a cross-functional level. Demonstrated ability to handle confidential information appropriately.

COMPETENCIES

To perform the job successfully, an individual should demonstrate:

- **Problem Solving** - Identifies and resolves problems in a timely manner, gathers and analyzes information skillfully, develops alternative solutions, works well in group problem solving situation, and uses reason even when dealing with emotional topics.
- **Communications** – Expresses ideas and thoughts verbally and in written form, exhibits good listening and comprehension, keeps others adequately informed, and selects and uses appropriate communication methods.
- **Project Management**– Ability work under constant deadline pressure and manage multiple projects simultaneously
- **Technologically Savvy**– Ability to maintain knowledge of technology updates and trends as related to the position.

ENVIRONMENT

- The work environment characteristics and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The employee is occasionally required to stand; walk; reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision.
- While performing the duties of this job, the employee is required to sit, stand, walk, talk, hear, see, and use hands to finger, handle, or feel.
- The noise level in the work environment is usually moderate.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

Employee Signature

Date

Employee Name (Printed)

ACKNOWLEDGED: Supervisor/Manager Signature

Date