



EPISCOPAL RELIEF & DEVELOPMENT

JOB DESCRIPTION

TITLE: Associate, Digital Marketing

REPORTS TO: Director, Digital Marketing

DEPARTMENT: Marketing & Communications

DIVISION: Marketing & Communications

LOCATION: New York, NY or Remote USA

FLSA STATUS: Non-Exempt

EFFECTIVE DATE: July 2024

PRIMARY FUNCTION/PURPOSE: The Associate, Digital Marketing supports Episcopal Relief & Development's presence on social media, our website and other digital platforms. These activities include strategic efforts to increase brand recognition, visibility and engagement in the digital space with key audiences including The Episcopal Church, the Anglican Communion, and peers and funders in the global development sector. The Associate, Digital Marketing works closely with the Marketing & Communications team and other colleagues in supporting Episcopal Relief & Development's core values and strategic goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Social Media (60 percent)

- In collaboration with the Coordinator, Digital Marketing, manage and monitor social media platforms including Facebook, Instagram and LinkedIn.
- Create written and visual content using Canva, Adobe Suite and other content creation tools to meet the needs of diverse audiences.
- Schedule posts using Sprout Social.
- Engage in social listening and facilitate conversations with followers to foster meaningful connections and help increase donations.
- Update the constituent relationship manager.
- Assist with the development of metrics and goals to measure social media strategies.
- Support colleagues across the organization in elevating Episcopal Relief & Development's work on their social media pages.

Website (30 percent)

- In collaboration with the Manager, Web Marketing, create and update content on the website.
- Research, source and size images for use online.
- Conduct keyword research to determine which words to rank for in SEO and PPC strategies.
- Support the implementation of SEO best practices.
- Conduct website quality assurance checks and ensure content stays up-to-date.
- Join meetings with web developers as needed.
- Assist with pulling metrics from Google Analytics.

Administration (10 percent)

- Maintain the external email inbox, responding to inquiries as appropriate.
- Assist with email marketing campaigns.
- Manage monthly invoices and billing.
- Store and organize files in Box.
- Support the team's use of Asana and Basecamp.
- Perform other duties as assigned.

SUPERVISORY REQUIREMENTS:

- The position has no supervisory responsibilities

EDUCATION:

- A Bachelor's Degree in Digital Marketing, Communications or related field and/or equivalent experience

EXPERIENCE:

- A minimum of two (2) years of experience working in a digital media or communications position.
- Experience managing organizational social media accounts.
- Experience working on an organizational website.
- Audio and video editing experience is a plus.
- Experience working with spreadsheets is a plus.

RELATED SKILLS:

- Excellent writing and communication skills, including strong editing and proofreading skills
- Excellent organizational skills with strong attention to detail
- Knowledge of current social media and digital trends
- Working knowledge of Facebook, Instagram, LinkedIn, WordPress and Mailchimp
- Basic HTML skills
- Broad-spectrum digital proficiency with photo/video editing and graphic software, including Canva and Adobe Creative Suite products
- Experience working in Asana and Basecamp is a plus
- Ability to work with cloud-based platforms like Google Suite and Box
- Ability to thrive in a Mac/Google environment
- Creative self-starter with the ability to work collaboratively and apply constructive feedback
- Ability to manage competing priorities and projects in a fast-paced environment
- Strong personal commitment to the mission of Episcopal Relief & Development

OTHER REQUIREMENTS:

- Ability and willingness to travel on occasion
- May be required to work long hours and a varied schedule, including evenings and weekends

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities and/or qualifications. Position descriptions are reviewed and revised to meet the changing needs of Episcopal Relief & Development at the sole discretion of management.

SALARY & BENEFITS:

Hourly Rate: \$27.47-\$32.22 at 35 hours per week.

Competitive, comprehensive benefits package offered

How To Apply:

Email cover letter and resume to careers@episcopalrelief.org with the subject line "**Associate , Digital Marketing**" "For more information, visit our website at www.episcopalrelief.org. The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities and/or qualifications. Position descriptions are reviewed and revised to meet the changing needs of Episcopal Relief & Development at the sole discretion of management

Episcopal Relief & Development is committed to creating a diverse environment and is proud to be an equal opportunity employer (EEO). All employment practices will be administered without regard to an individual's actual or perceived protected characteristic(s) - race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status or any other legally protected status.

Episcopal Relief & Development offers reasonable accommodations for individuals with disabilities. You may request accommodation at any time.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee:_____ Date:_____