



POSITION DESCRIPTION

ORGANIZATIONAL ROLE: Digital Communications Manager, Part-time

DEPARTMENT: Development and Communications

REPORTING RELATIONSHIPS: Reports to the AVP of Marketing and Communication

POSITION OVERVIEW:

The Digital Communications Manager (DCM) manages the organization's website design and content profile, as well as all the digital content including design, implementation, and external distribution. This key position will be accountable for the digital ecosystem to support a communications editorial calendar, time-sensitive and impromptu related needs.

The DCM serves as the communications digital technology expert for interactivity on the website and social media, e-marketing, as well as digital production needs.

Further, the DCM manages the email marketing technology and database to optimize audience reach and engagement. The DCM, also manages all social media content and channels.

This is a key position on a small but mighty Communications and Marketing team that works closely with and supports Development and Advocacy work. We are seeking an individual with experience in managing and creating content for a digital ecosystem that engages, inspires, and drives support.

PRINCIPAL ACCOUNTABILITIES:

- Ensures the website, e-marketing platform and social media channels are fully operational 24/7; daily;
- Manages content for the website, e-marketing, and social media needs independently and in collaboration with the team;
- Proposes and develops new strategies and process improvements for the website, social media and e-marketing platforms;
- Provides site updates to content across channels, visual identity, and communications dept. technology tools used throughout the organization;
- Manages the digital design and production including video, voice and interactive for the organization;
- Gathers and interprets metrics across all digital platforms and proposes strategic actions to optimize performance and reach;
- Manages digital archives of assets.

POSITION REQUIREMENTS:

- ❑ Bachelor's degree in a related field and 4 years of experience in a communications department or agency doing hands-on digital communications/marketing with demonstrated success.
- ❑ Deep knowledge and demonstrated abilities across digital platforms: Wordpress, Classy, Mailchimp (or other email marketing platform), and all social media channels.
- ❑ Equipped with the latest knowledge of new tools and offerings in the digital space including video, design, voice and interactive.
- ❑ Excellent verbal and written skills.
- ❑ Detail-oriented project manager.
- ❑ The ability to produce text quickly and accurately.
- ❑ Poise under high-stress conditions.
- ❑ Creative thinker with the ability to conceptualize new ideas and the flexibility to work in a fast-paced environment with multiple projects, shifting priorities, and tight deadlines.
- ❑ Strong interpersonal skills.
- ❑ Ability to work well both independently and collaboratively.
- ❑ Motivated, proactive, and self-starting.

ADDITIONAL INFORMATION

The Children's Health Fund is an Equal Opportunity Employer and is committed to a diverse work environment.

Salary commensurate with experience. The Children's Health Fund offers an excellent compensation/benefits package.

HOW TO APPLY

If interested, please send your resume and cover letter (including salary requirements) to resumes@chfund.org.

No phone calls, please.

For further information on our programs, please visit our website www.childrenshealthfund.org and check out the Healthy and Ready to Learn Resource and Training Center website, www.hrl.nyc