



Digital Marketing Coordinator

As part of YWCA's Marketing and Communications team, the Digital Marketing Coordinator manages YWCA Metropolitan Phoenix's digital marketing efforts including our website, e-blasts, and social media channels, and supports marketing initiatives for the Program and Advancement teams. The Digital Marketing Coordinator reports to the Marketing and Communications Director, collaborating and co-creating with the team to achieve our goal of connecting the broader community with YWCA's mission and programs.

Position: Digital Marketing Coordinator

Status: Full-Time, Exempt, 40 hours per week

Salary: \$42,000 – 47,000. Includes a comprehensive employee benefit package.

Reports to: Marketing and Communications Director

Work Environment: Work is performed primarily in a hybrid environment, virtual and Glendale office.

Position Purpose: Provide marketing expertise to the work conducted on behalf of YWCA Metropolitan Phoenix. Through the lens of racial, social, and gender justice, oversee email, website, and social media marketing initiatives, engage with online followers regarding YWCA's mission and programs, represent YWCA as brand ambassador, and contribute to the necessary work YWCA conducts in the community.

Position Complexities: This position requires an individual who is especially detail-oriented and has strong organizational skills. It requires an individual who is skilled at engaging the community through social media and other digital platforms and has a passion for communication. The selected candidate should be comfortable with identifying and pursuing creative problem solving, co-creating, as well as can effectively communicate in a concise manner to a variety of stakeholders.

Social Media Management (35%)

- Establish and execute a social media calendar for Facebook, Instagram, Twitter, and LinkedIn to promote the organization's services and community impact.
- Optimize the YWCA's pages within each platform to increase the visibility of the organizations social content including website, Facebook, Twitter, Instagram, and LinkedIn.
- Produce and manage social media posting and engagement on all platforms, including website, Twitter, Facebook, Instagram, LinkedIn, YouTube, and Google Ads.
- Develop and ensure quick, engaging messaging and adherence to best practices for each platform.
- Exercise judgement to prioritize social media statements and quiet periods based on organization's interests and societal factors. Monitor local and national media and social media for ongoing events and topics that may be relevant to YWCA's work.

Digital Marketing Implementation (25%)

- Develop and send emails to target audiences utilizing email platform and work directly with email platform vendor to solve any problems.
- Update website as needed based on department requests for new and additional content as well as best practices for website marketing.

Data Driven Decision Making (20%)

- Develop, implement, and monitor a process to track data for website, emails, social media, and digital advertising.
- Use data to make informed recommendations to improve performance on each platform as well as within individual campaigns that will generate higher audience engagement and follow-through on calls to action.

Brand Ambassadorship (10%)

- Develop a strong working knowledge of the organizational brand, while bringing your own unique vision to the projects.
- Serve as the lead photographer and videographer for the organization, capturing photos and videos of programs and staff to be used in marketing promotions. Edit videos as needed to combine clips, add graphics, add branding, etc.

Administrative Tasks (10%)

- Other duties outside of the responsibilities of the position may be assigned, whether for a project, special needs task or other assignment.

Minimum Requirements

- Strong creative, strategic, analytical, and organizational skills
- Demonstrated experience working with social media platforms: Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.
- Experience editing a website, such as through WordPress and some familiarity with HTML.
- Proficiency in various computer software applications such as Microsoft Office, Adobe Creative Cloud, Canva, and Hootsuite.
- Knowledge of marketing practices and principles and graphic design concepts.
- Demonstrated skills, knowledge, and experience in the design and execution of digital marketing activities.
- Familiarity with social justice and DEI concepts and comfortable writing on these topics.
- Valid and current driver's license.

Additional Requirements

- One to three years professional experience, with an emphasis on managing a brand or organization's social media presence and digital analytics.
- Demonstrated skills, knowledge, and experience in following a brand guide.
- Skill in building and executing online social media campaigns.
- Ability to work with ambiguity and to adapt to changes quickly and effectively.
- Demonstrated successful experience following brand guidelines and writing for social media.
- Highly motivated, self-directed, and proactive.
- Ability to interact with community members, program participants, staff, and donors at all levels with a high level of professionalism, displaying the qualities of the mission and vision of YWCA.
- Demonstrated knowledge of individual, institutional and structural racism.

Desired Requirements

- Four-year degree with classwork or internships focused on marketing, communications, or related topics.
- Experience working in an email platform.
- Photography skills and experience using a DSLR.

YWCA Metropolitan Phoenix is committed to fostering a diverse and inclusive workplace. We are dedicated to hiring employees who reflect the communities we serve, including women, people of color, LGBTQ2S+ individuals, seniors, and people with disabilities. YWCA Metropolitan Phoenix will provide accommodations in all aspects of the hiring process. If you require an accommodation, we will work with you to meet your needs.