

Digital Marketing Coordinator

The Marketing Coordinator Position is within the Marketing Department at Samaritan's Feet. This department not only supports other departments within the organization with their general marketing needs, they also get the opportunity to share about the work the organization is doing with their supporters and beyond. This position will oversee social media efforts, help with basic graphic design needs, and support the marketing department with various tasks.

Responsibilities

Social Media: Oversee day-to-day social media efforts by creating content, scheduling posts, working with departments to highlight their efforts, research trends, etc. Social media changes every day, so you would be our point person on best practices, trends, and what works well for us.

Graphic Design: Complete simple design work like flyers, presentations, and graphics to help support internal department needs and that align with brand standards.

Story Leads: Consistently work with other departments to develop interesting story leads to send to Communications Manager, while also using for social media.

Creative Collaboration: Collaborate with the marketing team to support email marketing, public relations, stories, videos, photography, etc. Bring those creative ideas to help us improve what we share with the outside world.

Project/Data Management: Maintain and update digital photo library and regional press list. Coordinate meetings to keep annual and seasonal goals on track.

Other: Ability to host focus groups, conduct surveys, and complete research. Willingness to travel and lead shoe distributions, as needed.

Qualifications

- Working knowledge of social media outlets including Facebook, Twitter, LinkedIn, and Instagram. We know it changes almost everyday, so we want you to love keeping up with it.
- Experience in design software (inDesign, Canva, Pages, etc.)
- Strong, clear communication skills, both written and verbal.
- Great attention to detail.
- A love for creativity.
- Project management experience within a fast-paced team environment.
- Proactive.
- Bonus: Can you take pictures or shoot videos? We'd love that addition to the team!