

Job Description: Digital Marketing Specialist

About The Women's Foundation of Colorado

The Women's Foundation of Colorado (WFCO) is a unique statewide community foundation dedicated to creating more pathways to prosperity for Colorado women and their families through the power of our community, philanthropy, and impact. Since 1987, we have catalyzed community to invest in more than 30 research reports to identify the systemic barriers that keep women from earning a livable wage, help pass more than 50 pieces of legislation that have advanced economic opportunities, and fund more than \$18 million in grants to nonprofits that work with women and families in communities across the state.

Position Overview

The digital marketing specialist is a newly created role at WFCO to oversee the execution of the digital marketing strategies supporting The Foundation's communications goals and objectives. The digital marketing specialist will synthesize, illustrate, and communicate our unique value to statewide donors, grantees and other strategic partners, volunteers, media, and policymakers. Primary responsibilities include managing and ensuring the integration of all of WFCO's digital assets, including social media, blog, website, and email marketing. A successful candidate will be passionate about creating content and excited to identify and implement emerging digital marketing trends that extend the reach and impact of WFCO's storytelling. This position is full-time, exempt, and reports to the senior director of communications, while also working closely with members of the programs and development teams.

Primary Responsibilities

- Plan, manage, and execute WFCO's content calendar across our digital platforms
- Ensure a consistent brand presence and voice that reflects our mission, vision, and values
- Connect statewide audiences, communities, and digital influencers to our work
- Use an effective and engaging balance of storytelling tools, such as infographics, photos, videos, and more to illustrate WFCO's philanthropy and impact
- Actively seek out new and emerging digital tactics to interact effectively with stakeholders
- Write and design blog and newsletter articles, landing pages, and social media posts
- Meet deadlines consistently
- Monitor content engagement, developing a system to analyze digital marketing results, and applying insights to continually improve performance
- Learn and manage our CMS technology, NetCommunity, and other digital communications software and systems
- Other duties, as assigned

Key Competencies & Qualifications

- Commitment to the WFCO vision, mission, and values
- A Bachelor's degree or equivalent experience in digital marketing, journalism, or communications
- 3-5 years of professional experience that includes managing a CMS platform, blogging, social media, email marketing, and managing analytics

- Exceptional demonstrated communications, writing, and editing skills
- Excellent project management skills, attention to detail, and eagerness to problem solve and identify solutions or systems improvements
- Impeccable knowledge of AP Style, grammar, and punctuation
- Demonstrated experience and commitment to inclusiveness and working with people of diverse races, ages, genders, abilities, identities, experiences, and economic backgrounds in group and one-on-one settings
- Strong passion for the advancement of all women and a keen interest in the issues that impact women's economic security
- Proficiency in HTML, Adobe Creative Suite, WordPress, Google Analytics, and Microsoft Office Suite
- Valid driver's license

Preferred Qualifications

- Spanish fluency (written and spoken)
- Experience with CSS and search engine optimization
- Experience in the field of philanthropy, non-profits
- Video production and editing skills

Physical Working Conditions & Effort Required

- Standard office environment
- Occasional night and weekend work
- Occasional statewide travel to support events
- Stand or sit in stationary position for extended periods of time

Salary

Salary range of \$55,000 - \$65,000 commensurate with experience, in addition to a generous benefits package including paid time off, medical/dental/vision insurance, a generous retirement plan match, and more.

To Apply

Interested candidates should forward the following to jobs@wfco.org with the subject line "Digital Marketing Specialist" by March 18, 2019.

- PDF cover letter
- PDF resume
- Contact information and relationship description for three professional references

It is the policy of The Women's Foundation of Colorado (WFCO) not to discriminate against employees, job applicants, board members, program participants, volunteers, or clients on the basis of sex, race, color, national or ethnic origin, religion, sexual orientation, gender identity, age, physical ability, military or veteran status, or any other characteristic protected under federal, state, or local law. WFCO is an EEO/AA employer. We are dedicated to providing a work environment free from discrimination and harassment, and where employees are treated with respect and dignity.