Digital Communications & Engagement Coordinator

Reports to: Communications & Technology Director
FLSA Status: Full Time Non-Exempt
Compensation: $39,000 to $45,000. Competitive benefits package and paid time off.

SUMMARY:
We are seeking a data-driven and technology-savvy marketing/communications mind to help us grow our followers, engage our core audience, and build them into a community of advocates that can be mobilized to address specific issues. You will help us collect and analyze performance and constituent data to guide our efforts and will also support our Social Network Analysis project.

You should have command of best practices and trends in social media marketing and enjoy being creative while also having strong technical and analytical skills. A background or personal interest in non-profits, social justice, and/or engaging diverse audiences is an asset.

We are a fast-paced mission-driven nonprofit with a small, highly cross-functional team. This position can grow and adapt based on your skills and will, likewise, require flexibility and quick learning of new tools as a member of a dynamic team/organization.

KEY RESPONSIBILITIES:
Support day-to-day execution of KFLA’s Communications & Community Strategic Plan:

» Help us grow and engage our audience by providing them regular, helpful content that’s in-tune with their needs.
  » Serve as an exemplary writer, consistent with KFLA’s tone and mission. You write clean, concise, well-polished copy.
» Write various types of articles and posts on a wide range of topics for our website, blog, social media channels, and occasional special projects or publications.
» Help coordinate and execute a rich content/editorial calendar that engages our constituents and attracts new audiences to our owned properties (including blog posts, social media posts, whitepapers, reports, webinars, infographics, curated content etc.).
» Help us build and manage the KFLA’s social media profiles and presence, including Facebook, Twitter, LinkedIn, and potentially additional channels.
» Create shareable content appropriate for specific networks (e.g. images, infographics, video, etc.) to both spread our brand and our content and links.
» Listen and engage in relevant social discussion about KFLA, our constituents, peer organizations, and/or relevant topics/fields.
» Build and coordinate routine email marketing campaigns within existing templates.
» Collaborate with cross-functional teammates (including staff, consultants, and volunteers) to help us (a) maintain a consistent brand voice and message across all channels and (b) meet the communications and marketing needs of their projects.
» Stay up-to-date with the latest topics in our sector and the best practices for social media and online communities in order help our team more effectively engage our constituents.

Analytics & Operations:

» Assist in the management of technical aspects of key marketing/communications systems (e.g. marketing automation, CRM) used to generate, track, and report on relationships with constituents.
  » Monitor and maintain quality of relevant data.
» Create and maintain metrics reports on marketing and program activities that detail their effectiveness and organizational impact.
Craft constituent surveys to gather data and insights.
Support the Social Network Analysis project which will gather data to map our constituent’s social network and inform our communications and programs.
Help identify opportunities for innovation/improvement in communications processes.
Document/Roadmap key communications procedures for internal reference.

General:
Assist with preparation of materials for mailings, special events, etc., as needed
Support teammates at KFLA events as needed, possibly requiring work outside of normal business hours and/or travel.
Special projects and other duties as assigned.

REQUIREMENTS:
BA/BS or equivalent working experience.
A dual-minded approach: You’re highly creative and an excellent writer but can also be process-driven and rely on both intuition and data/analysis to make decisions.
Good command of marketing tenants across multiple media.
Experience producing and curating content for the web specifically, as well as channel-specific knowledge (blog, Facebook, Twitter, LinkedIn, Youtube etc.).
Comfortable using a CMS (e.g. WordPress, Joomla) to update website content and create blog posts, a social media manager (e.g. Hootsuite), and an email marketing service (e.g. MailChimp).
Strong analytical skills (including mastery of Microsoft Excel). Experience with reporting, social/web analytics, survey tools, and extracting meaning from data a plus.
Very technically capable and can pick up new tools quickly.
The ability to thrive in a fast-paced, rapidly changing work environment with conflicting priorities and multiple projects requiring both teamwork and the initiative to work independently.
Basic photography, video shooting, and editing skills a plus (e.g. using a smart phone).
Experience with basic website design (e.g. WordPress), design best practices, and mobile optimization a plus.
Experience using a CRM or similar database (e.g. Salesforce) a major plus.
Some knowledge of HTML, CSS, and/or JavaScript a major plus.
Working knowledge of Adobe Creative Suite preferred.

APPLICATION INSTRUCTIONS:
Apply online at www.kfla.org/jobs by May 31, 2017. (Position open until filled.)

Relevant work samples are required to apply for this position.

ABOUT KFLA:
The Kellogg Fellows Leadership Alliance’s (KFLA) mission is to impact the Kellogg Fellows’ worldwide network by creating and supporting community engagement and collective action through collaboration and partnerships.

The Kellogg Fellows and the KFLA constituency are diverse in terms of racial and ethnic makeup, gender, geographic location, sexual orientation and professional experience/sector.

Kellogg Fellows Leadership Alliance is an equal opportunity employer.