

JOB DESCRIPTION

Development and Administration

EMPLOYER:	Building Opportunities for Self-Sufficiency
POSITION:	Digital Marketing Specialist
REPORTS TO:	Director of Development & Marketing
FLSA STATUS:	Non-Exempt

Digital Marketing Specialist OVERVIEW OF THE POSITION

The Digital Marketing Specialist will be responsible for website management, internal content creation including audio/visual storytelling, print marketing, and other aspects of brand-driven communication. The Digital Marketing Specialist will work as part of the development team – Director of Development & Marketing (supervisor), Community Engagement Manager, Strategic Communications Consultant, and interns.

Digital Marketing Specialist STATEMENT OF DUTIES

- **Website management:** Maintain up-to-date accurately branded website, with detailed attention to all sections: blogs, program pages, jobs page, press room, events page, donation page, and calendar (frequent updates). Responsible for system updates and technical issue resolution as needed.
- **Digital content:** Collect and create BOSS-branded digital content including program stories/updates/ activities, pictures, and videos for website, social media, external use. Coordinate with program staff for content collection and required Release forms. Work with marketing interns and Strategic Communications Consultant for post creation and scheduling. Maintain external BOSS channels (e.g. YouTube, Flickr). Coordinate with external vendors as needed (photographers, filmmakers, others).
- **Print marketing:** Create/revise BOSS print marketing collateral (design and production) in coordination with Executive Director, Director of Development & Marketing, paid or pro bono designers, and vendors as needed.
- **Data management:** Regularly track, retrieve, and report digital outreach/outcome data as required by funders and for inclusion in marketing/publicity, fundraising, and public education campaigns.
- **Additional development duties** including but not limited to community outreach and tabling, special event support, and general or campaign-specific public education.
- **Other duties as assigned.**

Digital Marketing Specialist MINIMUM REQUIREMENTS

Education and Experience: Degree and/or equivalent experience in marketing, communication, nonprofit administration, public policy or related fields.

- Website management experience
- Experience applying digital marketing and social media to build support networks and advance social goals.
- Excellent communication skills (written and oral) and social networking skills.
- Understanding of the intersection between public policy, social work, and social change movements.
- Computer skills (digital communications tools, desktop publishing, internet research).
- Team player but also comfortable working autonomously.
- Attention to detail and deadlines.

BOSS has an organizational commitment to affirmative action and is an equal opportunity employer.

TO APPLY: Send cover letter and resume to hrjobs@self-sufficiency.org