



## Digital Marketing Specialist

*Updated February 2024*

### Summary

Join our team as a Digital Marketing Specialist and help us engage our diverse audience through compelling and impactful digital campaigns on social, email, and web. As part of our collaborative and dynamic marketing team, you will work closely with the Director of Marketing & Communication and cross-functional teams to implement strategies and optimize our digital presence. If you have a strong knowledge of digital channels, excellent analytical skills, and a desire to make a difference, we want to hear from you!

### Essential Duties and Responsibilities

1. Through **collaboration with the Director of Marketing & Communication** and cross-functional teams, the Digital Marketing Specialist ensures consistency in messaging and visual identity across diverse platforms, fostering brand identity and engagement.
2. **Execute marketing strategies** that align with the overall goals and mission of GLLM. Collaborate closely with the Director of Marketing & Communication to craft and edit content that focuses on engaging our diverse audiences, sharing compelling narratives, and highlighting the impact of our mission and programs. Work with GLLM Team members on content and project plans for program, development, and event-related campaigns. Develop and implement content for digital marketing campaigns.
3. Update and prepare detailed **analytics reports** tracking key performance indicators on social, email, and website to assess community engagement and overall marketing and communication impact.
4. Manage the organizations' online brand through its website and social media accounts by driving engagement and fielding inquiries to inform, educate, and create a sense of community online. Ensure GLLM's **websites and social channels** are current and updated with relevant content.
5. **Assist with managing and organizing digital assets**, assuring distributed team has access to necessary assets. Assist in training and mentoring team members, providing guidance on digital marketing assets, tools, techniques, and best practices.

### Qualifications and Requirements

1. Well-versed in managing multiple digital and social media platforms and engaging their respective audiences, including and primarily Facebook, Instagram, LinkedIn, Instagram, Constant Contact, and Youtube
2. Capable and competent in leveraging and curating content for email and social media marketing
3. An ability to quickly assess priorities and translate requests into action, work on multiple projects simultaneously in a highly organized way and with excellent attention to detail.
4. Necessary skills include basic design skills, intermediate to high proficiency in Google Suite and some experience with Adobe Suite and/or Canva graphic design software.
5. Excellent written and verbal communication skills
6. Experience with Meta ads and Google Ads a plus.
7. Ability to travel and photography and videography skills a plus



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### **Working Relationships (Internal/External)**

1. Director of Marketing and Communication - Overall direction of marketing and communication strategies
2. Program Team - Content and project plans for program related campaigns
3. Development Team - Content and project plans for development and event-related campaigns.
4. Director of Hospitality - Content and project plans for rental campaigns
5. Registration & Reservation Manager - Booking and registration data dissemination
6. Director of Serve Boldly - Content and project plans for digital marketing campaigns.

**Supervises:** This position does not supervise any staff

**Supervisor:** Director of Marketing and Communications

**Compensation:** \$20 per hour

**Classification:** Non exempt, 10-20 hours per week