



**Position:** Senior Digital Strategist, Marketing & Communications

**Responsible To:** Director, Marketing & Communications

**Location:** National Office, New York, NY (Hybrid Schedule)

**BACKGROUND:** Girls Inc. inspires all girls to be strong, smart, and bold through direct service and advocacy. We work with schools and in communities to provide mentoring relationships, safe spaces, and evidence-based programming that are proven to help girls succeed. Girls build the knowledge, skills, and confidence to lead change in their lives and effect change in the world. Girls Inc. also works with and for girls to advance legislation and policies that increase opportunities for all girls. Together with partners and supporters, we are building a new generation of leaders. Join us at [girlsinc.org](http://girlsinc.org).

**Departmental Role:** To be stewards of the Girls Inc. brand, build its visibility, and effectively communicate the Girls Inc. point of difference.

**Overall Function:** To work with the Director of Marketing & Communications and staff to lead communications strategies to shape the voice of Girls Inc. and increase the visibility of Girls Inc. and the issues girls face. Responsible for the development and management of all digital projects across multiple marketing initiatives and channels.

**Primary Responsibilities:**

- Develops an integrated strategy for digital channels including website, email marketing, and social media.
- Project manages the Girls Inc. cross-departmental communication plans and schedules.
- Creates content, in partnership with Design & Production Manager, for all digital platforms including email, social media, and web (including blogs).
- Implements digital strategy across channels, including scheduling of posts and building HTML based emails.
- Lead manager of the Girls Inc. national website with responsibilities over site content, coordination, and optimization with consultants for site maintenance.
- Supports affiliate inquiries related to management of local websites and social media initiatives.
- Responsible for assessing, measuring, and reporting the impact of various communications initiatives and the implementation of new strategies across channels to continuously improve performance based on analytics.
- Works closely with Development department to manage cause-marketing promotions across multiple channels and donor engagement communications, and the Public Policy team on advocacy-related initiatives.
- When appropriate, responsible for the development and monitoring of paid ads across Google Ads, Facebook Ads, and Twitter.
- Hires and oversees semester-based M&C interns who report directly to the position and primarily support social media initiatives.

**Required Knowledge, Skills, and Abilities:**

- Excellent project management and operations skills.
- Excellent organizational and interpersonal skills, collaborative work style.

- Strong social media background with experience in, but not limited to, Facebook, LinkedIn, Twitter, Instagram, and YouTube.
- Strong writing skills and ability to write for multiple audiences.
- Strong experience working with WordPress, Google Analytics (and other social media analytics), and Engaging Networks (or similar platform) a must.
- Experience working with paid ads including Google Ads and Facebook Ads.
- Knowledge of the social issues affecting girls.
- Working knowledge of Photoshop/Adobe Suite, InDesign, or Illustrator a plus.

**Educational and Background Requirements:**

- B.A. degree. Master's degree a plus
- A significant number of years of relevant work experience reflecting progressively higher levels of responsibility
- Deep commitment to and understanding of gender equity, youth development, and social justice issues
- Must be able to appreciate, embrace and advance diversity and have experience working with multicultural populations, and adhere to all Girls Inc. Organizational Values, which are:
  - Recognize and support the strength in every girl.
  - Respect the dignity of each human being and demonstrate genuine care and concern for the well-being of others.
  - Understand and appreciate diversity, embrace inclusiveness, and advance equity.
  - Drive for results anchored in integrity and accountability.
  - Collaborate for impact.

**How to Apply:**

Interested applicants should send a resume including a cover letter to [humanresources@girlsinc.org](mailto:humanresources@girlsinc.org). We are looking to fill the position as soon as possible. Applications will be accepted and reviewed on a rolling basis until the appropriate candidate is found.

No calls, please.

**AN EQUAL OPPORTUNITY EMPLOYER**

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