

Position: Digital Communications Manager

Responsible To: Director, Marketing & Communications

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

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 Marketing & Communications team 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:

- Creates content, in partnership with creative lead, for all digital platforms including email, social media, and web (including blogs).
- Implements digital strategy across all digital 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 with the 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.
- Oversees semester-based M&C interns who primarily support social media initiatives.

Required Knowledge, Skills, and Abilities:

- 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.
- Ability to write for multiple audiences.
- Strong experience working with WordPress, Google Analytics (and other social media analytics), and Engaging Networks (or similar platform) is a must.
- Experience working with paid ads including Google Ads and Facebook Ads.
- Ability to work in Photoshop/Adobe Suite, InDesign, or Illustrator.
- Knowledge of the social issues affecting girls.

Educational and Background Requirements:

- B.A. degree. Master's degree a plus
- 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. Candidates will also be asked to provide creative samples. 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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