



## **Vacancy Announcement: Manager, Digital Media and Content**

### **Who we are:**

Global Fund for Children partners with grassroots organizations around the world to help children and youth reach their full potential and advance their rights. We are the only global nonprofit dedicated to discovering, funding, and coaching truly grassroots organizations that empower children and youth. Since 1997, GFC has impacted the lives of over 10 million children. [www.globalfundforchildren.org](http://www.globalfundforchildren.org).

### **What we need:**

If you live and breathe digital marketing and are an exceptional writer with amazing “people skills”, we want to talk to you. We are looking for a Manager, Digital Media and Content to develop, implement, track and optimize our digital marketing campaigns and manage our organizational communications initiatives.

The Manager, Digital Media and Content will oversee the daily digital and print communications for GFC across all channels, including the web, social media, electronic, and other digital platforms.

The Manager, Digital Media and Content will play a key role in the success of our very important mission, helping us to build new opportunities and partnerships globally and deliver results.

### **What you'll do:**

- Build and execute an effective, creative, innovative, and integrated digital communications strategy – and manage day-to-day digital responsibilities
- Work in close collaboration with GFC program and development teams to identify, develop, curate, and manage timely and strategic content – to integrate and highlight issues, projects, and events
- Ensure digital presence has a strong and consistent design/look-and-feel, compelling content creation/translation, is audience-focus, and targeted, while managing project and scheduling/release management timelines
- Oversee the development, maintenance, and updates of web content
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate
- Manage social media outreach, including Twitter, LinkedIn, Facebook, Instagram, and other emerging vehicles on a daily basis to maintain a high-profile, strategic digital presence
- Monitors external social media relevant to GFC's mission and brand, and develop strategies and social media outreach to position and promote GFC brand awareness and
- Devise and implement communications strategies – ensuring unified design, engaging content, and coordinated and strategic timing/scheduling for outreach across teams



- Works to engage and grow a digital community of supporters;
- Coordinate the creation and editing of internally produced GFC videos (preproduction, production, and post-production), and management of videos developed with external contractors/vendors
- Develop and manage budgets for projects and activities
- Support management of external GFC events, including webinars, live stream, and other digital promotional efforts
- Provide supervision and leadership to both internal and external team members

### **The qualifications we seek:**

- Bachelor's degree required, advanced degree preferred
- At least 3-5 years of professional digital and social media experience
- Exceptional creative digital and traditional print communications skills, with a strong track record in developing and continuing to evolve web sites and other digital communications platforms and activities
- Excellent written and verbal communications skills
- Experience with bulk email marketing systems such as Blackbaud's Luminate, Marketo, Engaging Networks, Pardot, Raiser's Edge or a similar platform
- Working knowledge of HTML and CSS coding
- Proven track record in managing social media to advance causes and information
- Driven to maintain an awareness and engagement in child advocacy issues and relevant news to GFC's mission and efforts
- Familiarity with best practices for outreach and engagement on Facebook, Twitter, Instagram, and other platforms, including paid placement practices
- Experience in developing and growing digital supporter networks
- Demonstrated team-oriented, energetic self-starter, with strong attention to detail and ability to accept and give constructive feedback
- Demonstrated time- and project-management skills, including the ability to meet multiple deadlines and maintain a high level of organization and quality
- Ability to adapt to rapidly changing and evolving organization, project, and team needs and priorities
- Experience with analyzing and reporting engagement metrics and of using data to drive content strategy
- Experience creating and maintaining online content in WordPress or other content management systems;
- Familiarity with graphic design tools like InDesign, content-management software, web development and publishing software like Adobe Creative Suite a plus
- Experience in project budgeting and cost-analysis
- Clear understanding and commitment to GFC's mission, goals, and objectives, and ability to ensure communications activities work to advance those needs
- Ability to travel both domestically and internationally with notice

### **To Apply:**

Please submit your cover letter, resume and salary requirements to [careers@globalfundforchildren.org](mailto:careers@globalfundforchildren.org) with "Digital Media and Content Manager" in your subject line.