



**Title:** Digital Content Coordinator

**Date:** April 2019

**Reports to:** Communications Director

**Salary:** Grade 2A, (\$30,000 to \$33,000)

**Location:** Tucson, AZ

**Status:** Full Time, Exempt

**Benefit Eligible:** Full as per personnel policies

**Summary:**

The Digital Content Coordinator will manage social media channels and website content for all Conservation Legacy programs. Duties include content generation, regular social media and website postings and monitoring analytics. This position will require skills in social media and website content management which include but are not limited to: posting strategy, creative and engaging content creation, weekly and/or monthly reporting, ability to analyze data and make informed decisions/recommendations and campaign tracking. This position will also assist with communications and marketing functions as needed and appropriate.

**Essential Responsibilities and Functions:**

**Social Media**

- Assist with the development of Conservation Legacy social media plan.
- Create regular content to be distributed across multiple channels for Conservation Legacy and its programs.
- Increase effectiveness of social media engagement and track developments to make the most of emerging technologies.
- Respond to inquiries, questions and feedback through social media channels.
- Adhere to Conservation Legacy social media editorial calendar and ensure that program staff are contributing content.
- Strategize and collaborate with communications team to determine objectives, audience, messaging and budget.
- Provide support for events, national service initiatives and recruitment.

**Program Websites**

- Function as the main point of contact for all program websites
- Coordinate with programs to keep position descriptions and content updated on websites.
- Work with communications team to develop new content as needed, following communications strategy/policy.

**Analytics**

- Track and produce thoughtful analysis of digital marketing campaigns to inform future activities and drive results.

- Produce yearly report of websites and social media engagement.
- Optimize content and websites for SEO.
- Track and archive Press and Media hits, Awards and Recognition across organization

**Required Qualifications:**

- Ability to maintain a variety of social media platforms.
- Proficient with social media and website content management systems.
- Ability to write engaging content for digital distribution.
- Ability to communicate effectively.
- Dedication to Diversity, Equity and Inclusion principles in communication.
- Ability to adhere to and uphold Conservation Legacy communications standards.
- Flexibility, adaptability and capacity to work in a fluid, changing work environment.
- Ability to effectively work on diverse teams or with a diverse range of people.
- Valid driver's license and an insurable driving record.
- Must be able to pass the organization's criminal history background check requirements.

**Desired Qualifications:**

- Previous experience with a conservation, youth or other national service organization.
- Previous experience monitoring social media analytics and SEO.
- Previous experience with digital content strategy.
- Previous experience with Hootsuite.

**Physical Requirements:**

Periodic overnight travel and non-traditional work hours, inclusive of weekend and evening hours. To successfully perform essential functions the Digital Content Coordinator is required to sit, stand, walk, speak and hear. The Digital Content Coordinator may be required to climb, balance, stoop, kneel, crouch or crawl on an infrequent basis. They must be able to operate office equipment, telephone, and computer and reach with hands and arms. The Digital Content Coordinator may be required to lift up to 50 pounds unassisted. The ability to drive an organizational vehicle is also required. Reasonable accommodations may be made for qualified individuals with different abilities to perform the essential functions.

Conservation Legacy does not discriminate in employment on the basis of race, color, sex, religion, age, national origin, disability, military or marital status, sexual orientation, gender identity or genetic information. People of color, people with disabilities, and people of diverse sexual orientations are encouraged to apply. Conservation Legacy is strongly committed to building a staff that represents the diversity of communities we serve.

**To Apply:** Send cover letter, resume and portfolio to Jenna Rosengren at [jenna@conservationlegacy.org](mailto:jenna@conservationlegacy.org). Portfolio should include relevant writing samples, examples of social media projects/campaigns and any other pertinent materials. Interviews will begin in early April 2019, with the goal of filling the position by April 30th, 2019.