



**Make-A-Wish Foundation® of Metro New York and Western New York**  
**MANAGER, DIGITAL CONTENT AND ANALYTICS**

**Job Title:** Manager, Digital Content & Analytics

**Location:** NYC/Lake Success, NY

**Reports to:** Chief Marketing Officer

**Supervisory Responsibilities:** Communications Interns, Volunteers

**Type of position:**

Full-time     Part-time     Intern

Exempt  
 Nonexempt

**Position Summary**

Reporting to the Chief Marketing Officer (CMO) in the Lake Success and NYC office, the Manager, Digital Content & Analytics (MDCA) is a pivotal player of the external communications team playing an active role in building and executing an increasingly more robust digital content strategy for one of the top brands in America. The MDCA will be the overall manager for digital content and analytics - responsible for generating and sharing content that optimizes the organization's messages across each social media platform and builds meaningful engagement between the audiences and the organization.

The MDCA has proven talents as a storyteller and an appreciation for the potential of a story to engage audiences and move them to action. He/she is a smart strategic thinker with keen editorial instincts and writing skills and contributes ideas to the organization's online style, creating and editing content and brainstorming ideas.

The MDCA must continuously improve digital systems and processes by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information to strategically utilize all aspects of the social media marketing roadmap.

The MDCA is an internal evangelist for the power of good digital content and marketing strategies, taking the lead in developing the digital skills and expertise of staff and leadership throughout the organization and ensuring that staff understand how best to use the digital space.

The successful candidate will be an excellent team player who juggles multiple tasks and priorities and exercises sound judgment, pulling in other team members and expertise from the larger team as required. The position requires superior communication skills and a solid understanding of the multiple stakeholders in the Make-A-Wish community.



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#### **Primary Duties and Responsibilities:**

- With the CMO, define digital content strategy and priorities, particularly marketing plans, to further the foundation's institutional and programmatic goals to cement our brand in the social space through content creation, activations, channel management, and storytelling frameworks.
- Facilitate and lead creative brainstorming sessions to develop new ideas for content development and digital/social engagement. Create content from scratch and repurpose other material for digital use.
- Develop guidelines for content creation and marketing for all digital channels and ensure their implementation.
- In collaboration with the Development, Volunteer Resources and Medical Outreach teams, plan and execute short term digital marketing campaigns to raise awareness, attract donors, and recruit supporters.
- Measure the success of our content marketing through both qualitative and quantitative methods, using insights to inform and optimize future campaigns and to shape content.
- Identify our social media KPIs and measure the impact of social media campaigns.
- Identify successful digital practices within and outside of Make-A-Wish, and keep abreast of digital communication techniques in general, bringing new insights and opportunities to the rest of the digital, content, creative and web teams.
- Manage select Make-A-Wish social media channels, which includes monitoring and contributing to conversations, engaging influencers and thought leaders, building visibility channels for Make-A-Wish, and tracking results.
- Develop content calendar for content and sites.
- Respond to stakeholder inquiries and comments on established channels in real time as necessary. Listen to and monitor all social media outlets: pages, sites, blogs on a daily basis and post/respond on particular topics or in response to other posts/comments.
- Use alerts, search and other tools to monitor for mentions.

#### Education and/or experience:

- BA/BS and at least 4-6 years' experience in progressively responsible content marketing in planning, testing, launching, monitoring, optimizing and measuring social media campaigns preferred.
- Expert level knowledge of leveraging social media technologies such as Facebook, Twitter, YouTube, blogs, and working knowledge of web analytics software.
- Deep expertise in digital marketing and content development best practices (including SEO, web content optimization, paid and organic promotion, UX, strong journalistic and editorial insights).



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- Experience as a manager who can prioritize projects, oversee schedules, ensure communication between team members, and track the progress of projects underway at any given time.
- Experience growing and engaging an online audience.
- Strong knowledge of – and hands-on experience with – digital communications and social media and continuing interest in developments in the digital space.
- Experience developing content to advance social change.
- Proficiency in using personal computer and various office software packages including word processing, spreadsheet, presentation, calendaring, and email management. Graphic design highly desired.
- Excellent written and verbal communication skills.

**PREFERRED QUALIFICATIONS:**

- Experience in leading the development of comprehensive outreach strategies.
- Ability to work independently as well as in a collegial, mutually supportive team environment.
- Superior written and verbal communication skills.
- Familiarity with foundations and the nonprofit sector.
- Proven conceptual, analytical and project management skills.

**Physical Demands:**

The physical demands and work environment listed here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable a person with disabilities to perform the essential functions.

- **Physical Demands:** While performing this job employees may occasionally require to talk, stand or sit for long periods of time, walk, climb stairs, key data, stoop, twist, bend, crawl, speak and hear. Employees may drive a motor vehicle and may be required to travel during business hours and overnight up to 20% of the time. Person must also be able to move/lift up to 20 pounds.
- **Work Environment:** While performing this job employee is exposed to weather prevalent at the time with varying noise levels.

**Disclaimer:**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.



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**How to Apply**

Please email a resume and cover letter *with salary requirements* to [info@metrony.wish.org](mailto:info@metrony.wish.org) by Friday, August 4, 2017. Applications without a cover letter will not be considered.



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