



**Job Title:** Digital Content Specialist

**Location:** Central and Western North Carolina

**Position Type:** Full-Time

**About Make-A-Wish Central and Western North Carolina:**

Make-A-Wish Central and Western North Carolina is a nonprofit organization dedicated to granting the wishes of children with critical illnesses, bringing hope, strength, and joy to their lives. Our mission is fueled by the generosity of donors, volunteers, and supporters who believe in the power of a wish.

**Position Summary:**

Make-A-Wish Central and Western North Carolina is seeking a creative Digital Content Specialist to join our team. The ideal candidate is a creative digital storyteller responsible for creating, managing, and implementing all marketing content initiatives, including social media, digital media, email marketing, brand storytelling, and donor campaigns. This role will play a crucial part in telling the Make-A-Wish story and using the most up to date digital tools to amplify our mission and engaging with our community through compelling storytelling and impactful content.

**Key Responsibilities:**

- Utilize cutting edge storytelling techniques to create and execute content delivery for Make-A-Wish Central and Western North Carolina. This includes social media posts, blog articles, short video production, digital media assets, email promotions, and local event coverage.
- Manage the organization's social media channels, including social listening, content planning and creation, daily posting, channel growth strategies, community engagement, and local outreach efforts.
- Develop and execute brand storytelling initiatives to effectively communicate the impact of Make-A-Wish wishes on wish children and their families.
- Collaborate with internal teams to develop and implement marketing and donor campaigns that drive engagement, donations, and awareness.
- Oversee email marketing initiatives, including content creation, segmentation, scheduling, and performance tracking.
- Utilize graphic design and videography skills to create visually compelling and shareable content that aligns with the organization's brand identity.
- Stay up to date with industry trends and best practices in social media, digital marketing, storytelling, and nonprofit marketing to continuously improve content strategies and tactics.
- Work independently with little supervision, while also collaborating effectively with cross-functional teams to achieve organizational goals and objectives.

**Qualifications:**

- Bachelor's degree in marketing, Communications, Digital Media, or related field.
- 2-3 years of experience managing social media programs for a nonprofit organization or similar entity.
- Proven experience as a professional storyteller with a strong ability to craft compelling narratives that resonate with diverse audiences.



- Proficiency in social media and email marketing platforms and experience managing email campaigns from conception to execution.
- Background in graphic design and videography, with proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) or similar software.
- Excellent written and verbal communication skills, with a keen eye for detail and a passion for storytelling.
- Strong organizational and project management skills, with the ability to multitask, prioritize workload, and meet deadlines in a fast-paced environment.
- Comfortable working independently and taking initiative, with the ability to thrive in a collaborative team environment.
- This role will be part-time in an office and part-time remote.
- Anticipated salary range: \$41,000 - \$44,000

**Application Process:**

To apply for the Digital Content Specialist position, please submit your resume, cover letter, and a portfolio of relevant work samples (social media posts, digital media assets, storytelling examples, etc.) to [resume@nc.wish.org](mailto:resume@nc.wish.org). Please include "Marketing Content Associate Application" in the subject line. Applications will be reviewed on a rolling basis until the position is filled.

Make-A-Wish Central and Western North Carolina is an equal opportunity employer committed to diversity and inclusion in the workplace. We encourage individuals of all backgrounds to apply.