



<b>Job title:</b> Coordinator, Digital Marketing and Content	<b>Location:</b> New York City, NY (Hybrid)
<b>Reports to:</b> Associate Director, Digital Communications & Analytics	
<b>Supervisory Responsibilities:</b> N/A	
<b>Salary Range:</b> \$50,000 - \$54,000	
<b>Type of position:</b> Full time, non-exempt	

**Position Summary:**

Reporting to the Associate Director, Digital Communications and Analytics, the Coordinator, Digital Marketing and Content (CDMC) collaborates with colleagues on the Brand Team in all aspects of managing digital platforms and content creation. This position works across all departments and geography of this dynamic chapter to help build brand awareness and support the chapters’ fundraising, community engagement, wish granting and medical outreach activities.

This is an exciting opportunity for an innovative, creative, highly motivated and organized individual to participate in and support the strategic planning and implementation of all elements of digital communications, while learning more about digital communications and analytics. This individual is a strategic thinker with great writing skills and contributes ideas to the team. The CDMC has talent as a storyteller and an appreciation for the potential of a MAW story to engage audiences and move them to action.

**Primary Duties and Responsibilities:**

Brand & Editorial Support

- Manage the weekly Brand Team editorial meeting, overseeing story pipeline, content workflow, and scheduling.
- Participate in creative brainstorming sessions to develop new ideas for content development and digital/social engagement. Create content from scratch and repurpose existing materials.
- In collaboration with the Development and Volunteer, Community and Medical Outreach teams, plan and execute short term digital marketing campaigns to raise awareness, attract donors, and recruit supporters.

Digital Communications & Social Media

- Under supervision, develop and maintain chapter-wide social media editorial/content calendar. Ensure coordination and timing of all messages.
- Manage social media platforms, including Facebook, Instagram, LinkedIn, TikTok and YouTube; utilize software like Asana to curate and schedule content.



- Write and consistently deliver fresh content across channels.
- Plan digital and social media campaigns for events and special projects, i.e., Gala, Toast for Wishes, Polar Bear Plunge, third-party events, corporate partnerships, and volunteer and medical outreach.
- Lead the creation of short- and long-form video content—from capturing footage through editing in Adobe Premiere—to support social media, events, and mission storytelling.
- Conduct social listening to engage stakeholders and grow social platforms, as well as to identify new opportunities for engagement.
- Research and provide information about opportunities to develop chapter's social media presence and engage with online communities, i.e., blogs, online conversations, new platforms, transactional opportunities, etc.
- Proactively seek and develop mission-related content via a variety of media including wish stories, video, photo, interviews, and infographics.
- Produce social media and web graphics utilizing software including Adobe Suite & Canva.
- Learn and apply insights from weekly/monthly digital metrics reports using Google Analytics.

**Education and/or Experience:**

- BA/BS and at least 1-3 years' experience preferred, but recent graduates with applicable skills welcome. Equivalent professional experience or demonstrated skill will be considered.
- Excellent written and verbal communication skills.
- Basic knowledge of social media platforms such as Facebook, YouTube, LinkedIn.
- Interest in learning digital marketing and content development best practices (SEO, UX, web content optimization, paid/organic promotion, strong journalistic and editorial insights).
- Proficiency in using personal computer and various office software packages including word processing, spreadsheet, presentation, calendaring, and email management.
- Competent video editing and basic graphic design experience (or quick learner) highly desired.

**Preferred Qualifications:**

- Ability to work independently as well as in a collegial, mutually supportive team environment.
- Curious, proactive, strategic mindset.



**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.

***Diversity, Equity & Inclusion Commitment Statement:***

Make-A-Wish is committed to championing diversity, equity and inclusion, fostering an organization that is accessible and welcoming to all. Our vision to serve every eligible child is not only an aspiration; it is a strategic intent. In order to reach every eligible child, we need to continually evaluate and evolve along with our demographic environment. It is only through our mosaic of different cultures, perspectives and experiences that we can grant life-changing wishes to every eligible child.

***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.

***How to Apply:***

<https://app.trinethire.com/companies/295033-make-a-wish-foundation-of-metro-new-york-and-western-new-york/jobs/121080-coordinator-digital-marketing-and-content>