OPEN POSITION: Digital Media Coordinator

Digital media professional with a proven commitment, understanding, and application of racial equity and inclusion lenses to create, implement, and maintain a strong digital presence for the Center for Economic Inclusion to drive narrative change to advance inclusive growth and close racial wealth gaps.

ABOUT THE CENTER

Founded in 2017, the Center is the nation’s first Black woman-owned and led organization dedicated exclusively to strengthening public- and private-sector civic infrastructures and collective capacity to disrupt systems and influence market forces while advancing an inclusive economy. The Center for Economic Inclusion equips public- and private-sector leaders and employers with the knowledge and tools to build, scale, and institutionalize anti-racist workplaces in shared accountability with Black, Indigenous, Latinx, and Asian people to close racial wealth gaps and build racially equitable and inclusive regional economies.

The Center is in relentless pursuit of an economy that works for everyone and to achieve it, we work in service of four strategic goals:
1. Create broad, measurable shared accountability for creating an inclusive and equitable economy among decision makers and policy makers.
2. Equip public and private sector employers and policy makers with solutions to disrupt and dismantle systemic racism and institutionalize equitable policies for scale.
3. Partner to enable the regional and place-based infrastructure of racial and economic opportunity
4. Foster operational excellence and a high-performance culture.

HOW WE WORK & WHY YOU SHOULD WORK HERE

At the Center, we take pride in bringing our values to life and “walking the talk.” We are a diverse team in many ways, and we believe our diversity of thought and experiences makes us stronger and our work more innovative and responsive to the communities we serve.

We strive to maintain a collaborative work environment that also stimulates individual autonomy and accountability for performance goals and excellence. We invest in great talent, nurture it, and believe in the power of career pathways within the Center.

We look for the following eight values in the talented individuals who join our team, and we strive to cultivate an environment that harnesses the collective power of these values, traits, and the expertise that each team member brings in pursuit of our mission:

- Anti-Racism
- Inclusivity
- High-Performance & High-Engagement
- Shared Risk
- Self-Motivation
- Nimble Action
- Collaboration
- Adaptive-Learning
POSITION DESCRIPTION
The Digital Media Coordinator works collaboratively as part of External Affairs, a Center team committed to fostering a culture of shared accountability to accelerate inclusive growth through storytelling and narrative change. This positions and implements the Center’s digital media strategies to amplify its impact as the region’s leading authority on inclusive growth and economic inclusion, and its executive leadership as a trusted thought-leader. The Digital Media Coordinator must be highly motivated, a skilled writer, strategic thinker, experienced in analytics, and capable of crafting and executing successful social media campaigns to drive awareness, action, accountability, audience growth, donations, and overall engagement -- all through the lenses of racial equity and inclusion.

KEY RESPONSIBILITIES

Strategy & Vision
• Craft and executive communications plans for digital channels (social media and website) that is influenced by the Center’s communications plan and supported by outcome-focused analytics.
• Develop and execute high-impact and effective social media campaigns to elevate the principles, case, and impact of inclusive growth, racial equity, and economic inclusion, and work of the Center.
• Create and implement online advertising strategies to increase strategy impact for the Center’s programs, events, and campaigns.
• Establish social media campaigns vision and calendars in partnership with strategy and department leaders to fulfill established goals. Execute campaigns and monitor results.
• Identify and cultivate high-impact opportunities to increase the visibility of the Center’s strategic impact on media channels.
• Position the Center and executive leadership as trusted thought-leaders on digital and social media channels.

Impact & Partnerships
• Manage content and strategy for all digital platforms, including writing, editing, and graphics design, and responding to inquiries across platforms.
• Develop interactive graphics and communications materials to convey the Center's narrative to an array of audiences.
• Ensure alignment with and across external and internal platforms for accuracy, consistency, and interactivity, and engaging and reflective of the organizations brand and goals.
• Develop relationships with peers, stakeholders, clients, and investors to cultivate digital and social media ambassadors, amplifiers, and collaborators to fulfill the Center’s mission.
• Collaborate with Impact & Accountability and External Affairs team to live-stream broadcasts, online giving campaigns, and other forms of online engagement to connect with stakeholders, donors, and prospective customers to advance the mission of the Center.
• Generate opportunities to grow the Center’s follower-base and newsletter distribution stream.
Operations & Organizational Effectiveness

- Monitor inboxes and comments across all owned channels and respond in the Center’s voice.
- Maintain and update the Center’s website.
- Monitor and apply best practices and trends in the digital media.
- Track and use data to optimize digital tactics and messaging to increase audience acquisition and engagement across all channels.
- Coordinate, execute, and optimize an SEO strategy and best practices to boost results.
- Assist with selecting and guiding the work of design, photography, and video vendors and manage the archival of such projects.
- Build and manage segmented email cultivation and communications campaigns; analyze email stats and make recommendations for improvement; grow email lists; and partner with department Executive Assistant to maintain and update database.
- Design Key Performance Indicators (KPI) dashboards and reporting on the effectiveness of websites, social media, email – as well as earned, paid, and owned media.
- Contribute to the creation and stewardship of organizational culture and ethos, both internally and externally with a demonstrated commitment to all organizational values and principles. Cultivate a culture of high performance and continuous improvement that values learning and a commitment to quality results.

QUALIFICATIONS & EXPERIENCE

- Understanding of, and commitment to, the mission, vision, and values of the Center for Economic Inclusion.
- Demonstrated understanding, commitment, and application of racial equity and inclusion principles.
- Bachelor’s degree in a related field and minimum of 5 years of direct experience managing digital, social, and technology solutions and delivery across multiple platforms.
- Demonstrated organizational and project management skills with the ability to manage several projects successfully while also managing day-to-day priorities.
- Strong written and verbal communication skills: keen attention to detail, commitment to deliver work product that is accurate and error-free.
- Experience and passion for measuring and analyzing digital and communication analytics, and using data to drive content development, strategy, and decision making.
- Proficiency with MS Office Suite, Squarespace, HTML, Adobe Suite, Canva, or other digital content and graphic design programs.
- Must thrive in a diverse, high-paced, multi-faceted environment and be eager to contribute to a growing and evolving organization.
- Ability to handle sensitive and confidential information with discretion.
- The work of the Center changes as we continuously seek to have greater impact. Each member of the team must be adaptable to changes in job responsibilities as the nature of work changes to meet the demands of our environment.
COMPENSATION & BENEFITS
The Center for Economic Inclusion is an Equal Opportunity employer. We offer an inclusive, engaging, dynamic, and rewarding workplace; a competitive total compensation package; and an opportunity to contribute to one of the most meaningful issues of our regions’ future.

The starting salary range for this position is $65,000-$72,000 and is complemented by a full suite of benefits including health, dental, vision, life, STD, and LTD insurance; mobile phone stipend, wellness, and transportation benefits; and paid time off and retirement savings match.

TO APPLY:

1. Submit a cover letter, resume, and three professional references to jobs@centerforeconomicinclusion.org. This position will be open until filled.
2. The Subject Line should state: Digital Media Coordinator.

Incomplete applications will not be considered. No calls, please. Candidates whose profiles align with our needs will be contacted.