



## Digital Marketing Coordinator

**Job Title:** Digital Marketing Coordinator

**Reports to:** Communications Manager

**Salary Range:** \$55,000 - \$65,000

**Starting:** May 2024

**Status:** Full time (40 hours/week)

**Deadline to Apply:** May 3, 2024

**Location:** Washington, DC area

### About Generation Hope:

Generation Hope is a nonprofit organization with a mission to ensure all student parents have the opportunities to succeed and experience economic mobility by engaging education and policy partners to drive systemic change and providing direct support to teen parents in college as well as their children through holistic, two-generation programming. To date, we have provided over \$1.2 million in tuition assistance, supported almost 435 teen parents in college, celebrated more than 170 degrees earned through our program, and built relationships with 30+ two and four-year institutions nationwide. For more information, please visit [www.generationhope.org](http://www.generationhope.org).

By joining our team, you will work for an organization named "one of the best nonprofits" by Spur Local. Not only do we live out and operationalize our values, we do the work to create a culture that truly supports every member of our staff. The best part of our organization is the people, from the families we serve to the team we have deliberately cultivated. We strive for excellence while understanding the most valuable asset that we have is our people. We celebrate diversity in all forms, including thought, professional and lived experiences, race, gender - even taste in music. If this sounds like a mission and work environment you would like to contribute to and grow with, please consider joining our team.

### Position:

The Digital Marketing Coordinator is a full-time position, working directly with the Communications Manager to enhance Generation Hope's digital marketing and communications with key audiences. The Digital Marketing Coordinator will also lead content creation (including graphic design projects and social media) and support other communications projects (including website updates and email marketing). This is an ideal position for an early- to mid-career digital communications professional with a breadth of



knowledge and skills who wants to gain hands-on experience while supporting our mission of impacting two generations through education.

**Responsibilities:**

- Manage organic and paid social media on Generation Hope channels to include:
  - Tracking and reporting social media analytics
  - Posting consistently on Generation Hope's social media accounts (Twitter, Threads, Facebook, Instagram, and LinkedIn) to help grow and engage their audiences
  - Developing Generation Hope's TikTok account and establishing processes for consistent short-form video content production
  - Identifying and implementing creative social media initiatives, such as Instagram takeovers, Scholar profiles, donor profiles, etc.
  - Optimizing widespread, ongoing dissemination and amplification of Generation Hope thought leadership, media coverage, research, major donations, etc. via social media
  - Assisting Communications Manager with plotting out a strategic, ongoing social media strategy
  - Leading paid social media campaigns on LinkedIn and Facebook
  - Engaging with our community, supporters, partners, funders, and the public on social media, including responding to comments and participating in Twitter chats on behalf of Generation Hope
- Help implement and maintain digital marketing best practices, including Search Engine Optimization (SEO) and web accessibility
- Work with other members of the Communications team to update and edit Generation Hope's website content, images, and videos
- Develop social media strategies in partnership with Communications Manager, and implement strategies for:
  - Fundraising appeals; campaigns to recruit Scholars, volunteers, technical assistance participants, conference attendees, and more; events; research and reports; and updates and highlights of Generation Hope's technical assistance program and policy and advocacy work
- Serve as lead for in-house graphic design needs, including but not limited to:
  - Social media graphics, flyers, event materials, and other one-pagers as needed
- Support the Communication Director and Manager in ensuring brand and style consistency for graphic design projects executed by external graphic designers, such as:
  - Research and reports, annual reports, print newsletters, and other organizational collateral
- Create templates for staff to use for flyers, emails, presentations, and other external communications
- Manage and create Generation Hope's video content and identify new opportunities to use video more effectively and creatively
- Track website metrics/analytics monthly and for high priority projects



- Email marketing:
  - Support other members of the Communications team with drafting, editing, designing, and analyzing Mailchimp email campaigns
  - Review Mailchimp metrics and provide suggestions for optimizing and segmenting email campaigns and fundraising campaigns
  - Support the Communication Director and Manager in optimizing Mailchimp lists and ensuring they are integrated with our full database and CRM systems

**To qualify for this position, you should have:**

- Personal qualities of honesty, credibility, and dedication to the mission and values of Generation Hope
- Bachelor's degree required, or equivalent combination of education and experience
- Two years of related experience, ideally in communications, digital marketing, or other related field
- Proficiency in Microsoft Office, Google Suite, social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, Threads, TikTok), and Canva
  - Experience with Mailchimp, Squarespace, Google Analytics, and Adobe InDesign is a plus
- Strong writer, storyteller, and editor
- Strong graphic design skills
- Excellent attention to detail
- Ability to meet deadlines, or proactively communicate when additional time or assistance needed
- Ability to identify and replicate Generation Hope's tone
- Ability to take knowledge and transform it into exciting and compelling messages, and disseminate it to the right audiences through the best distribution channels
- Experience with video preferred
- Experience with data analytics preferred
- Familiarity with AP Style is a plus
- Experience with photography and videography is a plus
- Meticulous organizational skills and strong problem-solving capabilities, especially the ability to keep track of many small moving parts across several distinct projects
- The ability to form relationships and communicate effectively with a range of staff
- Personal and professional commitment to understanding and dismantling systemic and institutional racism

Generation Hope has a hybrid remote and in-office work model. **Employees must be able to work a minimum of two days per week onsite.**

Generation Hope provides full benefits, including 403(b), health, dental, and paid time off. More information on benefits can be found at [generationhope.org/careers](https://generationhope.org/careers). As a safeguard to the



health of our employees, participants, and community, all new hires must be fully vaccinated against COVID-19 by the employment start date. Our full vaccination policy is available [here](#).

To apply, please complete the online application here:

[https://Generation\\_Hope.formstack.com/forms/apply\\_now](https://Generation_Hope.formstack.com/forms/apply_now). Please do not call.

Generation Hope is an equal opportunity employer. Generation Hope will not discriminate on any basis prohibited by law, including marital status, personal appearance, sexual orientation, gender identity or expression, family responsibility, matriculation, political affiliation, race, color, religion, sex (including pregnancy, childbirth, related medical conditions, breastfeeding, or reproductive health decisions), age, national origin, genetic information, veteran status, and disability.