



Digital Marketing–Contract Position Scope of Work

Summary

The Digital Marketing Contractor is a compelling marketer with roots in social media and digital platforms. They will manage the development and execution on ongoing email marketing campaigns targeted to multiple stakeholders. They will also partner with our social agency to help execute social content, gathering needed assets and utilizing an editorial calendar and publishing plans to produce work derived from best practices. This is an **independent contractor role for three months (mid-January to mid-April)** and will report to the Director of Communications

Scope of Work

- Manage the execution and analysis of on-going email-marketing campaigns in support of fundraising, donor acquisition, engagement, and stewardship. Utilize testing and analytics to implement improvements to drive engagement and ROI.
- Collaborate with agency partners and team members across CCA to coordinate graphics and video files to create engaging, best-in-class digital content around compelling stories that convey the impact of CCA programming using brand standards and best practices.
- Manage ongoing analytics utilizing social media and web-based analytical tools including, but not limited to, Google Analytics, Sprout Social, Facebook Insights, etc. to determine the effectiveness of content. Generate monthly and quarterly monitoring and progress reports to socialize learnings within organization.
- Stay in tune with best practices, trends, emerging platforms, and tools in the social media space. Make recommendations for ongoing improvements.

Skills

- Proven experience producing effective email marketing campaigns. Experience with MailChimp highly preferred.
- Strong working knowledge of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, etc., as well as digital content development.
- Proficient user of Microsoft Office Suite, Adobe Creative Suite, and Content Management Systems. Experience with Google Analytics highly preferred.
- Sensitivity and discretion to professionally manage content from families whose children have serious illnesses.
- Strong attention to detail and project management.
- Experience with agency engagement in support of departmental and organizational goals.



- Proven ability to organize, manage time, and prioritize while maintaining high productivity amid competing, tight deadlines.
- Excellent interpersonal skills; strong collaborator/team player.

Education & Experience

- Bachelor's degree in Marketing, Business, or related field.
- Three-to-five years of direct experience in digital marketing, communications, journalism, interactive communications, or related field strongly preferred.

Contract Type

This is a part time (approx. 20 hours/week) independent contract role for three months (mid-January to mid-April) paid hourly to be invoiced monthly. Potential for contract extension dependent on quality of work and organizational needs.

Consideration

To be considered for this contract, please submit a resume, a portfolio of two-to-three examples of email marketing campaigns, and hourly or project rates to recruiting@joyrx.org.