Our company is hiring for a digital content coordinator. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital content coordinator

- Develop digital campaign assets (social ads, display ads, landing pages,) that promote our content communities, utilizing eye-catching visuals and copy that speaks to the needs and interests of our target audience
- Run paid social campaigns utilizing these assets across Facebook, Twitter and other relevant platforms
- Work with our in-house web development and editorial teams to identify opportunities within our content communities to drive newsletter signups and promote our events through in-article CTAs, pop-ups, house ads
- Provide administrative support to the Office of Communications and Marketing group as needed
- Discover, troubleshoot, and solve issues with digital platforms and content—articles, links, navigation, user experience
- Creating digital content, via a variety of media focused on delivering the key messages to colleagues and key stakeholders
- Ability to create impactful presentations using digital medium, Connections, PowerPoint, Microsoft office, Visio, and other Digital Authoring software
- Able to assimilate information and present it in a coherent, visually appealing way
- Work under the direction of the Digital Content Manager to execute on content and audience strategies for all digital platforms
- Manage the CMS and all tasks around the curation and ingesting of content

Qualifications for digital content coordinator

- Intermediate knowledge of Adobe Creative Cloud (Photoshop & Bridge), Microsoft Office and project management platforms
- 2+ years of editorial/media administrative assistance
- Proficient in Microsoft Office Suite, Document management systems
- Familiarity with image permissions
- Proficiency in Photoshop, Google Docs, Keynote, PowerPoint, Excel, Word
- Analytics and reporting skills (d3, tableau)