

## Digital Marketing Coordinator

**Water For People** is a global nonprofit working across nine countries, bringing together communities, local entrepreneurs, and governments to build and maintain water and sanitation services that will last. We have a sustainable solution to end the global water and sanitation crisis, and our employees across the world help drive this solution.

### POSITION OBJECTIVE:

The Digital Marketing Coordinator supports activities that help strengthen the Water For People brand, grow and engage various audiences, and connect donors to Water For People through social media outreach, multi-channel campaigns, and other opportunities. The Digital Marketing Coordinator is a technology and platform expert who supports the organization's digital presence: social media, email marketing, website, etc. The ideal candidate will love social media and understand the role it plays in effective branding and marketing. This role works closely with the Marketing, Donor Impact, and Global Programs teams.

### ESSENTIAL JOB FUNCTIONS & DUTIES:

- Collaborate with Marketing & Communications team to develop digital and social media content strategies that enhance the Water For People brand and position the organization as a collaborative leader in the WASH sector.
- Manage the social media calendar and post/traffic messages through multiple simultaneous networks, maintaining a high quality of postings along with high post frequency to optimize engagement of various social media audiences.
- Be the face of Water For People's "customer service" via social media, by providing front line response to inquiries and requests across all channels and trafficking them to the appropriate departments. Monitor and coordinate responses to public and private messages.
- Support task related to front-end of organization's CRM system (Engaging Networks), creating external facing forms, templates, and processes.
- Assist the Marketing and Communication team with the delivery of automated and scheduled external email messages, and track results. Proofread as needed.
- Maintain marketing department dashboards including digital indicators of engagement and growth on social media, and social media advertising spend.
- Support the production of visual assets as needed using Adobe Illustrator or Premier Pro, InDesign, or Photoshop. May include web pages, email templates, social media posts, and video editing.
- Coordinate organization's photo and video libraries. Includes organizing, tagging, and serving as the resource for photo asset needs and requests. Ensure partners use assets correctly.
- Update website and build landing pages for campaigns, events, and other needs.
- Use data and analytics to track and monitor website, email, and social media traffic and optimize campaigns based on best-performing strategies.

## QUALIFICATIONS, KNOWLEDGE & SKILLS REQUIRED:

- Bachelor's degree in marketing or equivalent work experience is required.
- 2 or more years' relevant experience in marketing, communications, or related field
- Knowledge of various digital marketing platforms and best-practices for utilization.
- Proven experience managing social media accounts across multiple platforms (includes writing, scheduling, and analyzing)
- Proven experience with email marketing platforms, including creating, scheduling, and automating
- Knowledge of WordPress is required
- Experience using content management systems and platforms
- Understanding of marketing and fundraising to share content that generates donor leads and converts audiences into donors
- Strong attention to detail
- Excellent oral and written communication skills, including copywriting and editing
- Visual communication skills – basic photo and video editing, preferably in Adobe Suite, highly preferred
- Strong organization and task management skills
- Familiarity with HTML
- Strong interpersonal skills
- Quick learner who enjoys staying up-to-date on technology and digital marketing trends
- Oral and written Spanish proficiency a plus

*Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.*

## PHYSICAL REQUIREMENTS/WORKING CONDITIONS:

- Ability to work remotely or from an office setting
- This position will be based out of the Denver headquarters office

## Contact and Further Information:

If you are both qualified and Water For People interests you, please visit our [Career Center](#) and apply with your resume and cover letter to this position. Please no phone calls or in-person inquiries.

**Salary Range:** Anticipated wage \$21.00 to \$23.00 hourly.

This is a non-exempt hourly position

## Benefits:

Our robust benefits package includes medical, dental and vision coverage. Additionally, we provide a global EAP and Telehealth benefit because we recognize that health is more than a well-working body, it encompasses body, mind, and social well-being. Components of our other benefit offerings include digital financial wellness tools, counseling, paid time off and a generous retirement savings plan.

Water For People cannot provide immigration sponsorship for this position.

Water For People is an equal opportunity employer who is committed to creating a culture of justice, equity, diversity, and inclusion in our workplace. Water For People strives to create and maintain a level of diversity that



reflects the communities we serve. Achieving this is critical in our efforts to have a world where every person has access to reliable and safe water and sanitation services.

Our commitment ensures that we:

- Strive for a culture of inclusion and belonging by treating each other with dignity, respect, and appreciation enabling us to feel welcome, supported, and valued.
- Effectively connect, communicate, and build long-lasting relationships with stakeholders within our diverse communities.
- Have diversity of thought, perspectives, backgrounds, identities, and talents that will support our mission to develop high-quality drinking water and sanitation services are available to Everyone Forever.