

Digital Communications Manager

Position Overview:

Wolfe's Neck Farm is seeking a Digital Communications Manager whose responsibility will be to develop, implement and own an impactful overall strategy for the organization's digital engagement. The manager will work with all departments and support all internal/external digital communications, website, social media, supporter and stakeholder messaging and collateral to organize and build support for WNF's mission and programs.

We are looking for a creative, motivated individual with strong skills across all digital platforms, and an eye for design and visual communications to tell our story and strengthen our brand. The successful candidate will have proven digital communications and marketing experience, with the ability to create a systematic plan and execute it with little supervision. The manager will also be required to produce analytical results that support the success of the digital communications plan overtime.

RESPONSIBILITIES

- Strategically manage social media platforms for increased engagement and growth, and coordinate with other departments to create content optimized for search and sharing
- Design and execute paid social media campaigns, create Facebook advertisements
- Strategize and coordinate all email campaigns, and develop drip campaigns, A/B tests.
- Grow and maintain email contact lists and segmented groups to increase open rates and minimize opt-outs
- CRM data analysis, record maintenance and reporting
- Coordinate development and manage execution of crowdfunding and peer-to-peer fundraising campaigns along with the Advancement team
- Track WNF's web and social media analytics against goals for growth, engagement and visibility; Create reports that easily convey outcomes and analytics
- Identify emerging trends in technology and social media that support our strategy and provide leadership and perspective adoption where appropriate
- Oversee and coordinate digital security efforts across the organization
- Manage WNF's digital photo image library. Evaluates methods for storing, tagging and retrieving digital images. Works with other Communications staff to coordinate professional and volunteer photographers, respond to outside photography requests and manage photo permissions
- Brainstorm new and creative growth strategies and coordinate with other departments to execute
- Serve as the webmaster, overseeing content and coordinating with other departments to keep it fresh and relevant. Coordinate with web developer to create landing pages and optimize user experience.
- Uphold brand guidelines, and social media/web content standards

- Manage Google AdWords grant to maximize conversion
- Identify opportunities for WNF and external partners to raise the profile of an issue and build relationships with key stakeholders via digital channels

QUALIFICATIONS

- Degree in Communications, Marketing, New Media or relevant field
- At least two years' work experience in communications and digital marketing
- Deep understanding of nonprofits, sustainability and the local food movement
- Hands-on experience with effective online marketing strategies and tools, including Facebook Pixel and remarketing
- Ability to identify new technology and software that will benefit the organization, implement and onboard staff
- Experience with HTML, CSS and core digital tools including Google Analytics, Google AdWords and Wordpress. Advanced use of Excel.
- CRM experience, especially in a nonprofit environment. Salesforce Administrator Certification a plus.
Strong analytical and project management skills
- Hands on experience with online marketing tools and practices
- Excellent verbal and written communication skills
- Excellent interpersonal skills and eagerness to work as a member of the team
- Adobe Suite, photography skills, print design, video editing, blogging a plus

Compensation

The Digital Communications Manager is a full-time, year-round position. Compensation is competitive and commensurate with experience. As a year-round employee the Digital Communications Manager is eligible for benefits offered by Wolfe's Neck Farm, including: health insurance, dental insurance, paid vacation and holidays and our retirement savings plan.

To Apply

Please email a cover letter and resume to general@wolfesneckfarm.org with Digital Communications Manager as the subject line. In the interest of reducing waste, please do not mail a hard copy of your materials. Interested applicants are encouraged to apply ASAP. No phone calls please. Position posted.

Wolfe's Neck Farm Foundation is an Equal Opportunity Employer and values diversity in the workplace.