



Job Title: Digital Communications Coordinator	Status: Exempt
Reports to: Director, Marketing & Communications	Salary Range: \$50,000-\$54,000 per year
Starting Date: As soon as possible	Date Reviewed: 10/4/2022

Overview:

Respiratory Health Association (RHA) has been a leader in public health since 1906, helping for over a century to prevent lung disease, promote clean air, and help people live better through education, research, and policy change. The Association seeks an experienced professional who is talented and motivated to develop digital content that supports the organizations brand and mission. The Digital Coordinator will understand goals and audience needs to produce content that drives engagement and conversions for various audience types. The role requires a strong writer who can distill complex topics (such as research, public policy, medical/health) into attention-getting and easy-to-understand information for audiences. Working closely with the Director of Marketing & Communications, the Digital Coordinator will assist with outlining plans and strategies for expanding RHA's reach and increasing engagement, including identifying and proposing new platforms to accomplish this.

Key Responsibilities:

- Coordinate digital content for RHA including developing editorial plans and content for email, website, and social media to support all areas of the organization's work.
- Oversee the organization's website, including making updates in coordination with other staff content editors, working with external developer to manage site upgrades and enhancements, posting new and optimized blog content, and monitoring/reporting analytics regularly.
- Work with internal stakeholders in other departments to develop and implement list growth strategies for email marketing, advocacy programs, special events prospects, and donor pools.
- Support data management, segmentation, and analysis across multiple platforms and departments for the purposes of delivering targeted email communications and marketing plans.
- Coordinate digital design requests with department's graphic designer to maintain brand identity and consistency across all channels.

- Participate in creative design concepting with the Marketing & Communications team for fundraising events, programs, and other needs across the organization.
- Assist Marketing & Communications Director with other projects as needed, including traditional communications efforts like scriptwriting, proofreading, drafting press releases, and reaching out to media contacts.

Qualifications:

- 1-3 years' experience, with demonstrated success and growth in Marketing & Communications roles
- Experience developing and executing strategic plans related to content marketing, website optimization, and other marketing activities
- Understanding of marketing systems including email marketing systems (Constant Contact), website content management (WordPress and Wix), social media platforms and scheduling tools, and CRM databases
- Excellent writing skills including knowledge of AP style and proofreading best practices
- Excellent communication skills, with the ability to collaborate across multiple teams
- Ability to work methodically and meet deadlines while juggling multiple projects
- Familiarity with graphic design concepts and how they relate to branding and communications efforts are a plus
- Experience with video production and editing are a plus.

Salary/Benefits:

This position's starting salary range is from \$50,000-\$ 54,000. In addition, Respiratory Health Association offers competitive benefits including medical, dental and vision insurance, life insurance, 403(b) retirement plan and generous paid time off for vacation and sick.

Respiratory Health Association is dedicated to offering professional development opportunities to help staff advance their careers for the benefit of the Association.

RHA has a Hybrid/Remote schedule and when in the office, on-site parking is available.

Please note this position has the potential for flexible schedule and remote work available.

To apply: Email résumé, cover letter, and writing sample by November 1, 2022.

Please note: Respiratory Health Association (501C3) is fully committed to equal opportunity employment in accordance with applicable laws and regulations. The Association does not hire persons who smokes or vape and forbids smoking in the workplace.

RHA requires all its employees to be fully vaccinated unless a reasonable accommodation is approved.