



Position: **Digital Communications Manager**

Reports to: Chief Communications and Strategy Officer

FLSA: Exempt

### **POSITION PURPOSE**

Community Health Charities (CHC) empowers people to take action to improve health and wellbeing by raising funds and awareness to support health through employee engagement, workplace giving campaigns, strategic corporate partnerships and more. The Digital Communications Manager is responsible for creating social media content, executing digital campaigns, and measuring Google AdWords and social media performance, both paid and organic, as well as managing the social media advertising budget, overseeing the social media content calendar, and keeping the CHC website updated through posting and routine edits. Successful candidates will be skilled in digital and social media tactics, strategies, and analytics and making recommendations for continuous improvements.

### **RESPONSIBILITIES**

- Create, manage, and grow CHC's social media presence on Twitter, Facebook, LinkedIn, and other strategically relevant platforms; with LinkedIn as the priority.
  - Produce and publish compelling content across all platforms that targets priority stakeholders.
- Oversee high-profile campaigns, including Combined Federal Campaign (CFC) and CSR/ Employee Engagement Summits and events.
- Develop and execute paid social media strategies targeting priority stakeholders.
- Drive increased referral traffic from social media and digital channels.
- Collaborate and maintain close relationships with cross-functional teams to respond to requests and maximize reach of social media efforts and ensure alignment across channels and teams
- Manage social media analytics to quantify and qualify effectiveness of digital and social media content and campaigns and recommend adjustments.
- Track key performance metrics (engagement, growth, activity, donations, etc.) and provide analytic reports to both internal and external clients.
- Post new content and make routine edits to the CHC website; monitor website traffic and performance and provide analytics reports and recommendations for improvement.

### **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO PERFORM WORK**

- Bachelor's Degree with minimum of 3-5 years' experience managing and running social media presence for an established organization
- Experience with major social media platforms, including analytics and business tools
- Experience in nonprofit setting preferred, but not required
- Experience executing ROI-based paid social media and digital campaigns
- Ability to track and report metrics on social media and digital campaign results and ability to measure website analytics
- Experience making edits to website pages
- Excellent communication skills, both verbal and written, and editorial judgment

- Detail-oriented with strong organizational and project management skills
- Ability to handle multiple projects simultaneously and adapt to changing priorities
- Positive, dependable, energetic self-starter who works well with others
- Excellent computer skills, including Microsoft Office (Word, Excel, PowerPoint, Outlook) are required; proficiency in Adobe Creative Suite (Photoshop, Premiere InDesign, Illustrator) is preferred
- Ability to travel though travel is minimal and mostly local; occasionally nationally for events as needed.

*It is the policy of Community Health Charities to provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, or any other characteristic protected by law, in all personnel actions. CHC is a forward-thinking organization and promotes from within.*

All employees are required to satisfactorily perform the essential duties and responsibilities of their positions. The essential duties and responsibilities listed above are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.