

Vitae Foundation

Job Posting

Job Title: Digital Media Coordinator

Department: Communications

Posting Date: June 18, 2024

Salary Range: \$40,000-\$45,000

Purpose:

The Digital Media Coordinator uses social media, broadcast media, print media, blogs and mass emails to engage with donors and the public about Vitae Foundation's important work in an effort to change the culture and build a future where abortion is unthinkable.

Essential Duties and Responsibilities:

- Manage Vitae's Facebook, Instagram, "X" and YouTube pages, interact with followers and produce content for each social media channel
- Utilize techniques to maintain peak Search Engine Optimization on vitaefoundation.org and vitaeresearchinstitute.org
- Compose blog articles for vitaefoundation.org and vitaeresearchinstitute.org
- Write copy for all radio, print and digital ads for Vitae events
- Promote Vitae events in the community using email blasts, news releases, church bulletin announcements and social media.
- Travel to each of Vitae's fundraising events throughout the year to operate Google Slides presentation during the event
- Work with Director of Communications to draft script and Google Slides Presentations for fundraising events
- Work with Director of Communications to compile content and write annual report and quarterly newsletter
- Implement Communications Department strategies and projects
- Duties as assigned by the Director of Communications

Education and/or Experience:

- Bachelor's degree in marketing, communications, journalism, or related field
- Minimum of 2 years experience in social media management, communications, or related field
- Excellent verbal and written communication skills
- Articulate and proficient writing and editing skills
- Proficiency in Facebook, Instagram, "X," and YouTube
- Proficiency in using Microsoft Word, Google Slides and other digital tools
- Ability to operate under deadlines with a strong attention to detail and excellent organizational skills
- Strong advocate for continual creative improvement and nurturing a culture of innovation, excellence and accountability
- Deeply passionate about using your talents to change the culture by working with a life-affirming national organization