



Digital Marketing Coordinator

Position Summary

The Digital Marketing Coordinator is responsible for creating, implementing and overseeing the organization's digital marketing efforts across all audiences. Areas of responsibility include content creation, branding, messaging, photography, paid campaigns and organizational storytelling. The Digital Marketing Coordinator will report to the Alumni & Community Engagement Manager.

Essential Functions / Key Responsibilities

1. Manage the organization's digital marketing efforts
2. Build relationships through social media with individuals, organizations and alumni by driving traffic, engagement, and conversion across all digital channels including Facebook, Instagram, LinkedIn and Twitter
3. Develop and implement digital content in line with marketing strategies that promote the SAISD Foundation's mission and objectives for segmented audiences
4. Manage the Foundation's website, ensuring it is up-to-date, on-brand, and optimized for search engines
5. Develop brand messaging around the SAISD Foundation's impact, vision and goals
6. Collaborate with external marketing partners and internal team members to create branded visuals and messaging to be used in multiple digital channels including website, social media, and email
7. Collaborate with the SAISD Communications department, campuses, and staff
8. Identify news and storytelling opportunities, attend events as necessary, and develop materials including photography and videography as needed
9. Create, manage, and maintain an integrated editorial calendar for social media and email marketing
10. Create and manage day-to-day content that is compelling, on-brand, and targeted to different audiences
11. Create and manage digital campaigns across all channels, including email, social media, and web
12. Create and disseminate monthly electronic newsletters to targeted audiences
13. Develop and manage paid social media advertising campaigns
14. Measure and report on the effectiveness of social media efforts, using data to inform future posts and campaigns
15. Share content from San Antonio ISD across all channels
16. Build relationships through social media with individuals, organizations and alumni

Minimum Requirements

- Bachelor's degree from an accredited college or university in Marketing, Communications, Digital Media, or a related field



- Two or more years of experience in the following: digital marketing, preferably in the non-profit or education sector, website management and social media advertising
- Candidate must have a satisfactory outcome of a fingerprinting background check and with a non-refundable fee (approximately \$50.00) paid by the employee

Knowledge, Skills, & Abilities

- Strong project management skills
- Experience in website management and social media advertising
- Excellent written and verbal communication skills, with the ability to create compelling digital content for different audiences
- Demonstrated ability to measure the effectiveness of digital marketing efforts
- Reliable transportation for Districtwide travel to collect quality media to be used in designing innovative and engaging content
- Working knowledge of digital design tools (Canva) and WordPress is preferred
- Experience in fundraising or donor development and knowledge of donor database software is a plus
- Able to work as part of a team in a collaborative environment

Working Conditions

Expected Hours of Work:

- Full-time, exempt position. Regular working hours are Monday – Friday 8:30–4:30 pm. Weekend and evening work may be required as needed with flex time available.

Work Environment:

- This is a hybrid position between our office environment, and remote and fieldwork
- Computer, computer software programs and other applicable equipment

Physical Demands/Requirements:

- Maintain emotional control under stress
- The ability to lift or move up to 25 lbs and carry equipment and materials at events
- Standing and walking for extended periods of time are occasionally required

Travel:

- Local travel is required and includes travel to buildings for meetings, visits to schools, fundraising and other events

Supervisory Responsibilities / Direct Reports

None

Compensation

Salary range: \$\$40,000 to \$48,000, depending on experience. Eligible for benefits. Strong vacation package.

Application

To apply, please submit a cover letter and resume to Carrie Smith at csmith@saisd.net
Please include “Digital Marketing Coordinator” in the subject line.

