

## Digital Media Strategist

### Description

The Elizabeth Dole Foundation is looking for an experienced and creative Digital Media Strategist to join our Communications team. The Digital Media Strategist is responsible for planning, implementing and monitoring the Foundation's Social Media strategy across multiple platforms in order to increase brand awareness, spotlight military caregiver stories and resources, and encourage audience members to take action. The strategist will also support fundraising strategy and implementation across digital channels. You will be working closely with the Communications and Development teams.

### Responsibilities

- Develop, implement and manage the Foundation's social media and digital strategy
- Manage and oversee social media and website content
- Write and create social media posts and website content
- Build and maintain a social media post calendar that considers times for posting, considering both audience engagement metrics as well as web traffic
- Measure the success of social media campaigns
- Collaborate with designers on creating informative, attractive graphics and content
- Stay on top of the current best practices, trends and technologies for each social media platform
- Produce live social media coverage at Foundation and partner events
- Communicate with both industry professionals and social media influencers to create a strong social network
- Monitor SEO
- Define social media and website KPIs
- Develop and execute social media ad strategy in coordination with Foundation objectives
- Collaborate with Development team on digital fundraising needs
- Train co-workers on how to use social media in a beneficial way
- Other duties as assigned

## Requirements

The Elizabeth Dole Foundation is looking for a hard-working, positive, creative and passionate professional for a full-time position based in Washington DC. The applicant should have excellent written communication skills, with extensive proficiency in the areas of Social Media and Website Development. Familiarity with the Military and Veteran Community is desired, and will be considered when choosing the best applicant for this position.

- 2-4 years of experience as a Digital Strategist, Social Media Strategist, or similar role
- Experience within a top digital strategy or public relations firm preferred
- Strong creative writing, copywriting and copy editing skills
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube and other social media best practices
- Direct experience using social media management tools (e.g., Hootsuite, Sprinklr)
- Proficiency with CRM platforms (e.g. Salesforce, HubSpot)
- Proficiency with WordPress, web design and publishing
- Detail-oriented with strong ability to work under pressure to meet deadlines
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Understanding of SEO and web traffic metrics
- Good understanding of social media KPIs
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro, InDesign) or equivalent digital media editing tools is preferred

## To Apply

Please submit a cover letter and resume in PDF format to the email address below and include “Digital Media Strategist” in the subject line:

**Austin Courtney, Communications Manager**

Austin@elizabethdolefoundation.org