



JOB TITLE: Digital Marketing Coordinator

LOCATION: Columbia, SC - Hybrid

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POSITION OVERVIEW:

Under the leadership of the Marketing and Communications Manager, the Digital Marketing Coordinator plays a key role in ensuring the organization achieves its plans for growth in alignment with its mission, vision, and values. The primary focus of this position will be on digital communication channels. This role will conceptualize, create, and manage engaging digital marketing content to promote our brands, initiatives, chapters and community investment work. The individual must be an organized multitasker, able to handle many diverse projects simultaneously and meet tight deadlines.

POSITION DETAILS:

Essential Functions

- Assist in developing, implementing and tracking the Wholespire brand strategy, such as email, event, social media and content marketing.
- Maintain and promote the brand by ensuring all branding and style compliance represent Wholespire branding policies and guidelines across all digital channels.
- Proofread and copyedit to ensure consistency and accuracy.
- Execute the editorial calendar by planning, curating and creating content, including graphics, across all digital marketing channels.
- Maintain and build social media presence by monitoring and engaging with followers, chapters and partners.
- Coordinate content email marketing campaigns, including writing copy, scheduling, testing and database management.
- Perform daily account responsibilities associated with Google Ads.
- Collaborate with marketing firm on Wholespire website maintenance and other digital projects.
- Monitor campaign performance by analyzing and reporting key metrics.
- Other tasks as requested by the Executive Director and Marketing and Communications Manager.

Skills & Competencies

- Strong organizational and interpersonal skills with attention to detail.
- Excellent oral and written communication skills.
- Skilled with MS Office applications, Adobe software and Google Workspace.
- Familiarity with HTML, content management systems and customer relationship management tools.
- Uses time efficiently and works in an organized manner with the ability to prioritize tasks and meet deadlines in a fast-paced environment.
- Can learn independently, think critically, and demonstrate problem-solving skills.
- Confident, organized, articulate, and poised with the ability to represent an organization.

Qualifications and Requirements

- Bachelor's degree in communications, journalism, public relations, marketing or a related field.
- 1-3 years' experience in marketing or communications-related field is preferred.
- Knowledge of traditional and digital marketing, content marketing and social media marketing, including search engine optimization and search engine marketing.
- Proven proficiency in using various social media platforms.
- Willingness to agree to a background and credit check.

Salary range of \$40,000 – \$45,000 plus benefit options.

Send cover letter and resume to info@wholespire.org