

Digital Marketing Coordinator

Part-time, non-exempt, \$17-22/hr for 20 hours/week

This position does not qualify for benefits

About the Role

The Digital Marketing Coordinator will support Trailnet's marketing and communications strategy by creating and updating written and visual marketing materials like social media posts, email marketing, and webpages.

The ideal candidate will be highly organized, motivated to meet deadlines, eager to learn, and have demonstrated experience creating compelling written and visual digital communications.

Core Responsibilities

Social media and digital advertising (60% of time)

- Create graphics, videos, and copy for social media and digital advertisements to promote events and support program priorities
- Manage the social media schedule and make posts accordingly
- Respond to direct messages on social media platforms and direct them to the appropriate staff as needed
- Recommend social media trends and strategy to improve engagement and meet program goals
- Report on online engagement trends upon request

Email marketing (20% of time)

- Draft the monthly e-newsletter and other email blasts upon request
- Coordinate e-newsletter approval internally

Website (10% of time)

- Make edits to the website upon request
- Maintain the website's events calendar with Trailnet's events
- Create blog posts about program updates upon request

Other Communications Support (10% of time)

- Support communications and marketing priorities as requested, e.g. taking and filing photos and videos, attending meetings, or reviewing and editing documents.

Qualifications and Required Skills

- Associate's or Bachelor's degree or commensurate experience. Preferred degree programs include Communications, Marketing, Business, or Non-Profit Administration.
- At least 1 year of relevant experience working or volunteering in a communications or marketing role
- Demonstrated basic graphic design skills, including proficiency in Canva or Adobe Creative Suite
- Ability to operate a computer, camera, cell phone, tripod, and other devices to capture and edit photos and videos for social media.
- Ability to communicate information and ideas so others will understand. Must be able to exchange accurate information in meetings with staff.
- May occasionally be exposed to outdoor weather conditions.

Reporting Relationships

The Digital Marketing Coordinator reports to the Director of Marketing and Communications and works closely with the Director of Development and the Event Manager. They will not supervise or manage any other employees or volunteers.

Work Conditions

The Trailnet office is located in Downtown St. Louis. The position is based in an office environment with work-from-home options and flexibility. For virtual work, a dependable high-speed internet is required for video calls.

To apply, email hr@trailnet.org with a resume and statement of interest or cover letter.