

## Position Description

**Title:** Digital Marketing Manager  
**Department:** Marketing & Communications  
**Reports to:** Director of Strategic Communications  
**Revised:** April 28, 2021

### ***About the Organization***

Over the years, Upwardly Global has supported thousands of foreign-born skilled job seekers in transitioning from poverty or exclusion to quality, thriving-wage careers through its customized program and holistic approach to integrating skilled immigrants into the US job market. Upwardly Global is a data-driven, innovative organization with a bold vision and a fearless spirit operating out of four major US markets and providing remote services to several parts of the country. It is unwavering in its commitment to a diverse and inclusive culture where every voice matters.

### ***Position Overview***

The Digital Marketing Manager will share the incredible stories connected to our organizational work in a compelling, exciting, and relevant fashion to support our building community and donor connectedness. This individual will work with an internal group of stakeholders to cull strong stories, events, data insights and other “newsworthy” subjects, and work with staff to strategize and help implement a plan for dissemination across social media, website, email and other distribution mechanisms -- including liaising with Director of Strategic Communications on media dissemination. This is a remote position and can be based anywhere in the United States.

### ***Essential Duties & Responsibilities***

- Lead an internal communications committee of key stakeholders in the organization who can cull stories and data to be shared out; join an external communications committee to build learnings and capacity.
- Plan, curate, write, and publish content across Facebook, Instagram, Twitter, LinkedIn, and YouTube, and on the website and through email/newsletters.
- Lead overall social media strategy based on collected insights and emerging trends with the goal of increasing followers and engagement.
- Lead the social media end of various fundraising initiatives, including Spring campaign, Upwardly Global’s annual gala, and Giving Tuesday + end-of-year campaign.
- Handle community management and daily interaction with social media followers and email responses.
- Monitor metrics and provide monthly reports on social media and website performance (the latter with pro-bono support).
- Design graphics for social media and other organizational needs (ex: flyers, newsletter headers, Classy pages, website banners, etc.)
- Edit, update and create new website pages as needed, and build a blog for regular content sharing.

### ***Knowledge and Skills Required***

- Bachelor's degree in a related field preferred.
- Strong copywriting skills along with demonstrated experience in multimedia content creation, including strong language, graphic design, and video production.
- Knowledge of using tools like Sprout, WordPress, Mailchimp, Canva, and Salesforce. Photoshop and InDesign skills are a plus.
- Excellent written and oral communication skills.
- Past experience working with immigrant communities, bilingual/multilingual abilities a plus.
- Experience building successful marketing and fundraising campaigns a plus.

**Interested candidates should send a resume and cover letter with salary expectations to [HR@upwardlyglobal.org](mailto:HR@upwardlyglobal.org) with Digital Marketing Manager in the subject line.**