



## Position Description

**Title:** Digital Outreach Lead  
**Department:** Programs  
**Reports to:** National Outreach Manager  
**FLSA Status:** Exempt  
**Location:** Preference for UpGlo National Office Location  
**Revised:** Oct 3, 2022

### ***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 Outreach Lead will report to the National Outreach Manager and work alongside the outreach team to plan, develop, launch and measure social media campaigns that engage refugee and immigrant professionals to apply and join the program. The lead will be responsible for the social media process including strategic planning, content creation, target marketing, message development, promotional materials, digital strategy, and more.

Upwardly Global is looking for a social media expert with experience and proven success in developing and implementing effective social media strategies. The digital outreach lead will be responsible for all paid social campaigns that target recruitment of new program participants from the refugee and immigrant community. They will work collaboratively to produce and optimize engaging, impactful, creative ads across platforms.

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

- Develop and manage social media paid campaigns from ideation to execution, focusing on both core content and standout creative design
- Own the day-to-day of digital outreach, developing, launching and monitoring all paid social media channels as part of overall social media strategy
- Utilize key metrics to evaluate campaign effectiveness in order to identify, recommend, and implement continuous improvements
- Prepare reports measuring campaigns success such as reach, conversion, engagement cost per result among others
- Test new techniques, analyze performance and allocate resources to top performing campaigns
- Develop a regular schedule for campaign launches, metrics review, learnings and iteration for optimal results
- Work in close collaboration with the communications team on donated media campaigns
- Collaborate with content writer to ensure paid social content appeals to our target audience



- Serve as the community manager across paid social media platforms, finding innovative ways to cultivate and engage existing community while growing our audience Measure project performance to identify areas for improvement

### **Knowledge & Skills Required**

- Bachelor's degree in marketing, communications/writing, public relations, or related field
- 3-5 years' experience with paid digital ads and/or B2C marketing
- Proven knowledge in setting social media strategy, content creation and direction
- Experience with social media platforms, including LinkedIn, and ability to explain value and metrics to non-digital natives
- Adept at using different digital channels and optimizing content/creative according to strengths of each channel
- Previous experience with creative design software, such as like Canva
- Previous experience taking or using photography in social media is a plus
- Track record of writing engaging copy
- Excellent writing, proofreading, and attention to detail
- An excellent sense of organization and project management
- A proactive approach and the ability to take the initiative
- Team player with the ability to participate and engage in team discussions exchanging and exploring new ideas with a wide section of colleague
- Ability to work with tight deadlines, comfortable with nuance and adapting quickly to new projects
- A passion and/or interest in the social impact space, prior experience working with international or newcomer communities is a plus

### **Work Environment/Physical Requirements**

- Must be available to occasionally work evening events

### **Salary Range Disclaimer**

The base salary range represents the low and high end of the Indeed salary range for this position. Actual salaries will vary depending on factors including but not limited to location, experience, and performance. The range listed is just one component of Upwardly Global's total compensation package for employees. Benefits include paid time off policy, hybrid or remote work schedule, medical/dental/vision insurance, short term disability insurance, life insurance and retirement plan with employer match.

### **Salary Range Transparency:**

- **Central Region:** \$60,000 - \$68,000 USD per year
- **Eastern Region:** \$65,000 - \$73,000 USD per year
- **Western Region:** \$67,000 - \$75,000 USD per year

Upwardly Global is deeply committed to building a workplace where inclusion is not only valued, but prioritized. We're proud to be an equal opportunity employer, seeking to create a welcoming and diverse environment.

**Interested candidates should send a resume and cover letter to [mahai@upwardlyglobal.org](mailto:mahai@upwardlyglobal.org) with Digital Outreach Lead in the subject line.**