

NATIONAL
YOUNGARTS
FOUNDATION

Digital Communications Officer

The National YoungArts Foundation (YoungArts) seeks a creative and motivated full-time digital communications officer with strong editorial and marketing skills to join its team. Reporting to the director of marketing and digital communications, the digital communications officer will manage all aspects of YoungArts' website and email communications, and should have a strong understanding of current online marketing concepts and best practices.

The Digital Communications Officer will work with staff members across departments to manage projects and meet deadlines, and should be energized by working in a highly collaborative and fast-paced environment.

Key responsibilities:

- Drafts and publishes content for the website and email communications that engages and develops our target audiences
- Manages YoungArts' website, ensuring that all content is up-to-date, maintains brand standards, and functions smoothly and effectively
- Works with other departments to gather needed content for web and email based on content marketing strategy
- Works with Development department to proactively identify marketing and communications opportunities that meet departmental, organization and strategic plan goals
- Generates and analyzes metrics reports to guide YoungArts' methods
- Utilizes a range of techniques on digital platforms, including email marketing, Search Engine Marketing (SEM), and Search Engine Optimization (SEO) to support YoungArts' strategic goals
- Staffs events as needed

Qualifications:

- Four year degree in Marketing, computer science or related field
- Demonstrated experience in digital communications and marketing
- A solid understanding of Google AdWords, Google Analytics, search engine marketing, search engine optimization, email marketing tools (MailChimp experience a plus), and content management systems
- Strong writing and editing skills
- Ability to analyze data and communicate insights clearly
- Ability to work both collaboratively as well as independently
- Detail-oriented, thorough, and methodical
- Curiosity and a desire to learn
- Understanding of and belief in YoungArts' mission
- HTML and CSS knowledge strongly preferred

National YoungArts Foundation identifies and nurtures the most accomplished young artists in the visual, literary, design and performing arts and assists them at critical junctures in their educational and professional development. YoungArts aspires to create a community of alumni that provides a lifetime of encouragement, opportunity and support.

We offer a competitive compensation and benefits package including generous paid time off (vacation, holiday, personal and sick), 100% paid medical, dental, life and long-term disability insurance and a 100% matched 401(k) plan (available after one year of service).

Please send cover letter with salary requirements and three references along with resume in one continuous Word or PDF document to Elsie Morales at elsie@youngarts.org.