



POSITION DESCRIPTION

Position Title: Coordinator, Digital Marketing

Reports To: Director, Marketing and Communications

The Coordinator, Digital Marketing serves as a key component of ASPEN's marketing and communications team. The Coordinator works closely with the Manager, Marketing and Communications to support the day-to-day marketing efforts with a specific focus on social media, email campaigns, and website management.

Primary Responsibilities

- Support the development and implementation of marketing initiatives.
 - Work with Director and Manager of Marketing and Communications to develop marketing strategies that align with organizational goals.
 - Create, edit, and/or proofread copy for various marketing channels including web, email, and social media, ensuring a consistent voice.
 - Create and manage contact lists.
 - Use analytical tools to assess and improve campaigns.
 - Help manage SEO/SEM.
 - Identify new avenues for marketing and growth.
- Assist with social media strategy with goal of growing audience, driving traffic and brand recognition.
 - Develop content for social media posts.
 - Actively monitor platforms and respond to inquiries received via social media.
- Update and maintain website.
 - Work with content experts to keep website up to date, consistent in voice, and free of broken links.
 - Become the internal Content Management System (CMS) expert.
- Collaborate on email marketing, become internal Informz expert.
- Prepare regular metrics reports for website, email, advertising, and social media platforms. Help analyze and present findings to Director and leadership.
- Coordinate marketing for conferences and major virtual events, such as the Annual Conference, Malnutrition Awareness Week, and the Malnutrition Awareness Week Ambassador Program.
 - Manage Conference mobile app and websites.
- Perform other duties as assigned.

Qualifications

- 1-3 years relevant marketing and project management experience.
- College degree and/or association experience preferred.
- Basic graphic design experience highly desirable.
- Organized, effective at prioritization, accountable, and deadline oriented.
- Keen attention to detail and excellent analytical skills.
- Strong verbal and written interpersonal skills.
- Demonstrated experience in copywriting, copy editing, and proofreading.
- Experience working in Content Management Systems; basic HTML knowledge.
- Experience working in email management platforms, such as Informz.

- Knowledge of web analytics.
- Proficiency with major social media platforms, such as Twitter, Instagram, Facebook, YouTube
- Ability to lead projects autonomously and also work collaboratively.

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.

ASPEN has a culture that supports work/life balance and has a generous benefit package including health and retirement benefits, flex time, and remote work opportunities.

ASPEN is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

To apply, please email cover letter with salary requirement and resume to jobs@nutritioncare.org