



Job Description

Position Title:	Digital Media Manager
Classification:	Exempt, Fulltime
Reports To:	Director of Communications
Location:	Region: Charlotte, NC – Columbia, SC – Atlanta, GA
Direct Reports:	Social Media Coordinator

BACKGROUND:

Established in 2006, Hope For The Warriors® is a civilian, 501(c)(3) non-profit organization. The mission of Hope For the Warriors® is to restore the quality of life for post-9/11 service members, their families, and families of the fallen who have sustained physical and psychological wounds in the line of duty. Hope For The Warriors® is dedicated to restoring a sense of self, restoring the family unit, and restoring hope for our service members and our military families. For more information about its programs, services, and activities, visit www.hopeforthewarriors.org.

CORE VALUES:

Hope For The Warriors® understands the challenges, pride, and joy of being a military family. For today, tomorrow, and years to come, we will strive to meet the changing needs of service members and their families. Additionally, we value community. Through our grassroots philosophy of interacting with the communities Veterans live and work in, we establish and nurture the relationships that have become the foundation of our support.

PRIMARY ROLES: The Digital Media Manager works directly with the Director of Communications to develop strategy for and manage online marketing, including but not limited to website, social media, e-newsletters and email blasts. The Digital Media Manager supports the Communications Director/VP of Strategic Communications in the following areas:

- Website strategy
- Social media strategy
- E-communication strategy
- Media activity and reporting

The Digital Media Manager works in collaboration with the Distribution Manager on implementation, tracking and archiving of content as it pertains to digital media assets.

PRIMARY JOB DUTIES AND RESPONSIBILITIES:

- Understand the relevance and application of the Hope For The Warriors® mission, goals and brand in the military and veteran community.
- Possesses the ability to manage a website from creation to ongoing maintenance.
- Manages and updates content and implements best practices (SEO, design, responsive design) for the organization's website.
- Serves as the organization's expert on all digital trends.
- Facilitates digital solutions when it comes to communications and marketing needs. Specific example is working with the Communications Director and VP of Strategic Communications on the creation of a media/marketing resource library.
- Serves a liaison to the website and social media service providers, working with the Director of Operations and Distribution Manager on digital solutions/contract terms.

- Directs social media content across all platforms (Facebook, Twitter, Instagram and LinkedIn) with the Social Media Coordinator, working together on strategy, content, calendar/scheduling and how each post “interacts” with other digital media outlets.
- Collects and creates content for the organization’s e-newsletter, as well as segmented newsletters for many different audiences. Works with the Communications Director on strategy and design. Works with the Distribution Manager on distribution.
- Works directly with the Distribution Manager to create fundraising websites, specifically how they “interact” with the main website and social media.
- Works with the Communications Director to create email blasts for campaigns, events and fundraising.
- Create content as needed for website, social media, blogs.

QUALIFICATIONS:

- Four-year bachelor's degree in a communications-related field.
- Minimum 3 years experience in digital communication.
- Knows Word Press and how to manage/update websites. (Basic understanding of HTML and CSS.)
- Must have strong presentation skills and ability to effectively engage with all levels of Hope For The Warriors® senior leadership.
- Must have strong interpersonal relations skills, and excellent oral and written communications skills.
- Experience with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and database applications required.
- Qualified applicant will be required to submit a portfolio of their digital media projects or campaigns.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The qualified employee will work in an office setting, and virtually interact with staff, consultants, and outside vendors, therefore he/she may be subjected to interruptions throughout the workday. The position will require some flexible hours, in addition to travel (approximately 15%).

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The position requires the ability to sit for sustained periods of time, travel and drive. The vision requirement includes close vision. The employee is occasionally required to lift up to 30 pounds.

ACKNOWLEDGMENTS:

I have read and understand this job description and fully understand the requirements set forth herein. I accept the position and agree to abide by the requirements set forth and will perform all duties and responsibilities to the best of my ability. I further understand that my employment is at-will; that my employment may be terminated at-will by Hope For The Warriors® or myself, with or without notice for any reason not expressly prohibited by law.

If interested in this position, please send a cover letter, resume, and references to:

hr@hopeforthewarriors.org
klee@hopeforthewarriors.org
chrudka@hopeforthewarriors.org