Digital Communications Coordinator

Position: Digital Communications Coordinator
Supervised by: Director of Communications
Status: Full-time, exempt, salaried

Our Organization
Chicago Foundation for Women is a community foundation dedicated to increasing resources and opportunities for women and girls in the greater Chicago area. To support our philanthropy, the Foundation promotes increased investment in women and girls, raises awareness about their issues and potential, and develops them as leaders and philanthropists. Since 1985, the Foundation has awarded nearly $41 million to hundreds of organizations that help achieve its mission of gender equity across the Chicago region.

Chicago Foundation for Women (CFW) is committed to becoming an anti-racist institution. The Foundation is in the midst of change, from an institution that tolerates racial and identity differences to one that excites these differences as powerful tools for systemic, anti-racist change. CFW is committed to engaging in continual analysis and essential restructuring to ensure the Foundation’s way of being is one that wields a shared power and holds itself accountable to racially oppressed groups to achieve its gender equity goal.

About the Communications Department
The Director of Communications leads the Communications Department. The Digital Communications Coordinator will be a new addition to the department. The Communications Department works closely with the President & CEO and the Communications Committee of the Board of Directors and is responsible for leading all of the Foundation’s communications efforts, both internally and externally. These include but are not limited to media relations, management of speaking engagements and presentations, content creation and upkeep of the Foundation’s digital assets, including the website, social media channels, and email newsletters. The Communications Department works with each Foundation department to ensure consistent branding and messaging are achieved throughout all communications efforts.

About the Digital Communications Coordinator Position
The Digital Communications Coordinator is a core member of the Communications Department at Chicago Foundation for Women (CFW). The department is focused on building CFW’s brand and reputation through digital experiences, a thought leadership editorial site (Medium.com), social media engagement, and other communications/marketing strategies. This Digital Communications Coordinator will have the opportunity to work directly with CFW Board, grantee partners, and other stakeholders in a fast-paced environment and mission-driven organization. The Digital Communications Coordinator, under the direction of the Director of Communications, is responsible for the execution of digital communications, including upkeep of the content and the creation of graphic design elements for the Foundation’s website, social media channels, and email newsletters that support the Foundation’s objectives, uplift its grantee and funding partners, promotes events and key informational topics and supports fundraising efforts.
Key Responsibilities:

- **Content Creation**
  - Create captivating and engaging social media posts and web-based content designed to increase public knowledge and awareness of the Foundation
  - Daily maintenance of CFW’s website [www.cfw.org](http://www.cfw.org) and related domains to ensure the sites fully support the communications objectives of the Foundation
  - Real-time audience engagement on multiple social media channels
  - Designing and creating materials, such as infographics, videos, and online posters
  - Coordinate and oversee the website editorial and quality assurance process.
  - Ensure website content is user friendly.

- Interviewing, photographing, and reporting on projects and partnerships
- Assist with media relations
- Assisting with planning, promotion, and delivery of CFW’s fundraising events and outreach efforts
- Representing CFW at community events to provide public education on CFW initiatives
- Respond to the organization-wide requests for website edits or additions, in close consultation with the Director of Communications
- Continuously seek to improve the website, social media channels, and email newsletters by staying updated with the latest trends, tools, as well as latest compliance requirements, including increased accessibility
- Oversee the linkage of our website to our customer relationship management software, RaisersEdge, with the support of the Manager of Donor Data and Stewardship

**How the Web and Digital Content Manager Position Breaks Down**

**Website Management (40%)**

- Manage cfw.org and related domains to ensure the sites fully support the communications objectives of the Foundation, responsible for all the content and functionality on a day-to-day basis, including:
  - In coordination with our website managed hosting vendor, oversee security updates to WordPress core, modules, and plugins as needed
  - Accessibility monitoring and best practice improvements
  - Work with external web designers, content producers, and developers to make structural updates to the website when needed in coordination with the Director of Communications
  - Optimize web communication for SEO, organic keyword search, and engagement

- Create new webpages using WordPress’ content management system related to the Foundation’s news, events, and grantmaking updates, in coordination with the Director of Communications and other Departments as needed
- Triage web requests and issues from across the Foundation, providing resolution to identified issues as quickly as possible and pushing back when necessary
- Update grantee information upon close of each grant cycle and work with the Director of Communications to select the featured grantees
- Select and update donors to be featured on the website in coordination with the Director of Communications and the Chief Development Officer
- Curate and create graphics and images that enhance the look and feel of the website with the use of Canva
Monitor website visits and engagement regularly through Google Analytics and help compile monthly reports
Identify and present opportunities to improve website functionality

Digital Content Development (40%)
Curate, write and edit original online content for use across the website, email newsletters, and social media channels, with oversight by the Director of Communications
Amplify the content shared by our grantee partners through our social media channels and email newsletters
Manage the creation of emails related to the Foundation’s monthly newsletter, email appeals, event promotions, and grantmaking updates, in coordination with the Director of Communications
Identify and present opportunities for improvement related to increasing email open and conversion rates, and digital fundraising, in coordination with the Director of Communications and the Chief Development Officer
Support in hosting virtual gatherings on RingCentral, Zoom, or similar platforms
Understanding of Facebook Live and YouTube Live capabilities to enhance virtual events
Execute an annual social media plan that coincides with the Foundations’ editorial calendar in coordination with the Director of Communications
Review data and analytics for each of the Foundation’s social media channels to assess engagement and increased followers and help compile monthly reports

Administrative and Reporting (20%)
Monthly report on website visits and online activity to assess content and optimize in support of the Foundation’s communications objectives
Monthly report engagement and followers on the Foundation’s social media channels to evaluate the ongoing link to the organization's communications objectives
Monthly report to review to improve the open rates and click-through rates of email newsletters and email appeals
Compile quarterly reports for board meetings related to meeting the Foundations communications objectives on digital platforms
Assist the Director of Communications in facilitating the meetings and updates for the Communications Committee
Work with the Director of Communications to review budget needs for website management and maintenance and digital content development
Additional responsibilities as needed

Work Environment
This position operates primarily in an accessible office environment. Some work at off-site locations may be required, and those may not necessarily be fully accessible
This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, filing cabinets, and fax machines
While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms
The employee may be asked to lift and/or move objects up to 25 pounds
This position generally works in the office from 9:00 AM – 5:00 PM
Occasional night and weekend hours are required
• The workplace is a smoke- and drug-free environment
• CFW is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. CFW does not discriminate against any individual with respect to the terms and conditions of employment based on that individual’s race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. CFW is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.

Qualifications
• A combination of education/experience in a relevant field, including creative communications; journalism, marketing & public relations; social media management; digital media; web content, with a minimum of 1-3 years, and a Bachelor’s degree – preferred
• Passion for CFW’s mission; commitment to racial and gender equity
• Demonstrated in-depth knowledge of social media ecosystems, tools, and offerings preferred, including Facebook, Twitter, LinkedIn, Instagram, and YouTube
• Demonstrated use of content management systems (CMS) preferred, including WordPress
• Experience with email marketing tools is preferred, including MailChimp, Constant Contact, as well as email marketing tools linked to customer management systems, RaisersEdge and Blackbaud OnlineExpress
• Experience with digital analytics software is a plus, including Google Analytics, Facebook Ad Manager
• Experience with Adobe Creative Cloud is a plus, including Photoshop, InDesign, Illustrator
• Experience with social media management tools is a plus, including Hootsuite, TweetDeck, and Sprout Social
• Previous experience in public programming, philanthropy, academic, civic engagement or nonprofit sector within the Chicago region preferred
• Strong writing and presentation skills with the ability to work with staff across the Foundation
• Self-motivated, proactive, curious, collaborative, responsible, and flexible
• Excellent communication and customer service skills
• Working independently as within a team, detail-oriented and able to take a project from conception through completion
• Demonstrated ability to take primary responsibility for diverse projects and complete them in a timely manner with limited supervision
• Creative and strategic application of digital and social media technologies
• Innovative thinker with a record of accomplishment for problem-solving and developing action plans, and managing outputs
• Self-reliant, results-oriented, and strong interpersonal skills with the ability to engage, collaborate and develop consensus with staff and colleagues
• Ability to make decisions in a changing environment and anticipate future needs
Salary and Benefits

- The annual salary for this position is $40,000.
- Chicago Foundation for Women offers a comprehensive package of benefits including health, dental, disability, life, and retirement insurance, as well as flexible schedules and paid time off.

Chicago Foundation for Women is an equal opportunity employer. We strongly encourage and seek applications from women and men, people of color, immigrant, bilingual, and bicultural individuals, as well as members of the lesbian, gay, bisexual, transgender, and gender non-binary communities.

DEADLINE TO APPLY: November 13, 2020.

Please send resume and cover letter to careers@cfw.org, include your name and Digital Communications Coordinator in the subject line. No phone calls, please.