Digital Communications Coordinator

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

About Chicago Foundation for Women

Chicago Foundation for Women (CFW) is a public foundation working to advance gender equity, which we believe to be inherently interconnected with racial, economic, and health equity. CFW envisions a world in which all women and girls, transgender, and gender nonbinary people have the opportunity to thrive in safe, just, and healthy communities. We celebrate the spectrum of identities and experiences of women and girls, uplift their leadership and center the voices of community to achieve true equity. 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 over $42 million to hundreds of organizations that help achieve its mission of gender equity across the Chicago region.

CFW looks at the broad spectrum of needs of all women. We support the areas of freedom from violence, economic security, and access to health, which we see as integrally related and are paths forward toward an equitable society.

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 Digital Communications Coordinator Position

The Digital Communications Coordinator, under the direction of the Director of Communications, supports and maintains key digital communications activities for the Foundation, including the website(s), email marketing, social media, cross-platform analytics, audio/visual projects, and digital (search and social) advertising. The position is an integral part of the Communications Department and collaborates within and across Foundation departments to fulfill organizational objectives, uplifts its grantee and funding partners, promotes events and key informational topics, and supports fundraising efforts. Specifically, the Digital Communications Coordinator will increase web traffic, email lead generation, and social media audience engagement and growth.

How the Digital Communications Coordinator Position Breaks Down

Website Management (40%)

- Manage www.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

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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

- Oversee the linkage of our website to our customer relationship management software, RaisersEdge, with the support of the Manager of Donor Data and Stewardship
- Create new web pages using WordPress’ content management system related to the Foundation’s news, events, and grantmaking updates, in coordination with the Director of Communications and other Foundation 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
- Update featured donors on the website in coordination with the Director of Communications and the Senior Director of Development
- 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
- Manage the Foundation’s e-commerce site through ongoing review, updates, and promotion of product offerings

Digital Content Development (40%)

- Curate, write and edit original online content for use across the website, email newsletters, audio/visual projects, and social media channels, with oversight by the Director of Communications
- Design and create promotional materials, such as infographics, videos, and online posters
- Interview, photograph, record, and report on projects, initiatives, events, relevant topics, and partnerships for audio and visual projects
- Update the shared content publishing calendar
- Coordinate the execution of audio/visual projects, including the creation of a work plan, the scheduling of interviews, and third-party vendor management, to ensure project completion
- Amplify the content shared by our grantee partners through our social media channels and email communications
- 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 Senior Director of Development

• Support in hosting in-person and/or virtual gatherings on Zoom, or similar virtual event platforms

• Incorporate Facebook Live and Instagram Live capabilities into communications efforts to enhance digital engagement

• 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%)

• 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 and assigned by supervisor

Work Environment

• This position operates primarily in an office environment that is accessible. Some work at off-site locations may be required, and those may not be fully accessible.

• This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.

• 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.

• Travel between the main office and other locations will be required. Must possess a valid driver's license and be insurable.

• This position generally works in the office from 9:00 AM – 5:00 PM Monday through Friday with occasional night and weekend hours required

• 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.

- For new employees starting work with the Foundation on or after October 1, 2021, COVID-19 vaccine documentation must be provided within two weeks after the start date. If you believe you qualify for an exception from the requirements of this policy, for medical reasons or sincerely held religious beliefs, you must provide a letter (on letterhead) from your doctor or clergy to the Human Resources Manager. The Foundation will explore potential reasonable accommodations for you that would not cause undue hardship to the Foundation. However, such reasonable accommodations are not required and cannot be guaranteed.

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 2-4 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
- Strong writing and presentation skills with the ability to work with staff across the Foundation
- 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’s OnlineExpress
- Experience with digital analytics software is a plus, including Google Analytics, Facebook Ads Manager
- Experience using online design tools like Canva preferred
- 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
- Self-motivated, proactive, curious, collaborative, responsible, and flexible
- Excellent communication and customer service skills
- Working independently as well 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

**Compensation:**
CFW offers a competitive compensation package for all positions. Comprehensive benefits package includes: medical, dental, vision, life, short and long-term insurance, long-term care insurance, 403B plan with match, vacation, paid leave, and sabbatical policies. The salary is $45,000.

**Application Process:**
Interested applicants should email a cover letter articulating how their skills and experience meet the responsibilities noted above with a resume to careers@cfw.org.

  o Subject line should read: *Your Name + Digital Communications Coordinator*
  o No phone calls, please

CFW seeks to fill this position as soon as possible and will work actively to build a diverse pool of candidates.