



DIGITAL MARKETING COORDINATOR

Building One Community (“B1C”) seeks a skilled and collaborative **Digital Marketing Coordinator** to manage our digital and social media marketing efforts. The Coordinator must have proven ability to produce compelling and creative communications across multiple digital platforms. This non-exempt, part-time position will require 12 hours per week and reports to the Director of Communications.

Essential Duties:

Responsibilities will include, but are not limited to:

- Create and deliver digital marketing ideas and concepts, including website content, blogs and social media posts
- Organize and optimize social media channels including Facebook, Twitter, LinkedIn, YouTube, etc.
- Brainstorm and post original social content across digital platforms, including videos, illustrations, GIFs, and other trending tools
- Actively engage our community to expand social reach and discover user generated material for our content creation (including blogs)
- Use evaluation tools to assess campaigns; make adjustments to improve performance metrics
- Maintain and enrich content on the B1C website
- Ensure that messaging is supportive of and consistent with marketing strategies

Required Qualifications & Skills:

- Bachelor's degree in marketing, advertising, communications or related field
- 2-3 years of experience in digital marketing, social media, audience development (or equivalent combination of education and experience)
- Experience managing brand-focused social media campaigns, preferably on multiple platforms
- Proven ability to craft concise and conversational communications that make creative use of text, video and images; examples of previous work will be required
- Proficiency with Microsoft Office Suite; working knowledge of Canva, Hootsuite and Wordpress a plus
- Strong communications and copy writing skills
- Passion for social media and the evolving digital landscape
- Strong collaboration skills and an enthusiasm for engagement with staff, program participants and community partners

- Ability to work well independently; robust time management skills
- Belief in B1C's mission and goals

About Us: Building One Community – The Center for Immigrant Opportunity is a non-profit organization established in 2011 to provide a comprehensive resource center for recent immigrants in the Stamford, CT area. B1C's mission is to advance the successful integration of immigrants and their families.

To apply for this position, please submit your resume and a cover letter to jobs@b1c.org. Resumes without a cover letter will not be reviewed; no telephone calls please.

Building One Community is an Equal Opportunity Employer