



National Resource Center on Domestic Violence

JOB DESCRIPTION

JOB TITLE: Digital Communications Specialist

STATUS: Full time, exempt

REPORTS TO: Communications Manager **Supervises:** N/A

APPROVED By: Vice-President, Advancement & Organizational Sustainability

DATE APPROVED: November 2021

SUMMARY

The mission of the National Resource Center on Domestic Violence is to strengthen and transform efforts to end domestic violence.

The National Resource Center on Domestic Violence embraces an intersectional approach to addressing and preventing domestic violence and any form of gender-based violence that works to dismantle all forms of structural oppression and the people it impacts. While NRCDV Stands in solidarity with individuals and groups who have been targeted, degraded, threatened and marginalized, we are committed to remaining racially explicit in actualizing our Theory of Change: *If we center the lived experiences of survivors of color in order to end systemic racism, we will attain safe and thriving communities.*

We work in close partnership with allied organizations committed to gender, racial, economic and social justice. High-quality, substantive capacity building and marketing efforts are central to NRCDV's communications footprint and visibility among key constituents.

This position is an integral part of the Communications Team. The Digital Communication Specialist (DCS) will play a key role in development and execution of NRCDV's online communications strategy in support of programmatic, policy, marketing, fundraising, and outreach goals with particular attention to accessibility, quality assurance, timeliness, messaging, branding, and value to constituents. The DCS is responsible for usage of digital media channels to improve the organization's online presence and community engagement.

The primary role of the Digital Communications Specialist, working collaboratively across NRCDV teams, is three-fold:

- 1) To develop and implement NRCDV's social media strategy to increase our relevance to existing users and visibility with new audiences;
- 2) To provide expert guidance and support across teams and programs on accessibility of print and digital media; and

- 3) To provide high- quality technical assistance, consultation and related support across NRCDV teams, with the goal of increasing effectiveness and impact of social media engagement.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Develop and implement NRCDV's social media strategy, including but not limited to:
 - Working across teams, craft and execute social media outreach plans for NRCDV resources, campaigns, events and activities;
 - Collaboratively across all teams develop social media toolkits;
 - Development & maintenance of user profiles/personas layering behavioral, demographic and transactional information to identify customizable content opportunities and segmentation;
 - Maintain detailed metrics on NRCDV's social media and traditional media profiles;
 - Inform strategies supported by metrics and use analytics to identify trends and enhance content performance and traffic;
 - Identify and gather information from NRCDV teams to write creative and compelling content for use across multiple digital channels, including social media and websites;
 - Working closely with NRCDV teams to ensure brand consistency across all digital media channels;
 - Develop and maintain a content publishing schedule in conjunction with workplan to manage and plan specific, timely marketing campaigns;
 - Monitor various online activist communities for relevant news, resources and shareable material;
 - Monitor and identify key individuals and organizations to follow and engage through social media channels for potential partnerships and content sharing;
 - Development & management of engagement and conversion strategies;
 - Ensuring proper cross-promotion of content across various channels and accounts;
 - Identifying and setting goals for Key Performance Measures (KPI);
 - Participate in evaluation of NRCDV's Communication Plan, specifically focused on impact of digital/ social media engagement; and
 - Staying abreast of current and emerging social media trends, digital publishing tools and communications technology.
2. Providing support across teams and programs to ensure accessibility of print and digital media; including but not limited to:
 - Collaborate with Informational Technology Director and Communications Manager, to execute an accessibility auditing process, performing bi-annual audits and reporting results and recommendations to Management Team in order to obtain and/or improve accessibility; and
 - Provide support across team and programs to establish guidelines, best practices and standards related to designing and maintaining accessible websites and resource materials.
3. Provide technical guidance, consultation and related support, including but not limited to:
 - Working closely with NRCDV teams to develop and implement a strategy for integrating digital media campaigns that will coordinate with the messaging, branding, and community engagement goals of the organization and as outlined in the NRCDV Communications plan;
 - Compiling and organizing digital resources for media campaigns;

- Review, edit and curate content for digital platforms/social media;
- Provide design support for web, social, digital and print resources as necessary; and

OTHER DUTIES

- Interact and communicate in a positive and responsive manner with vendors, key stakeholders and general public;
- Manage multiple communication assignments, producing quality work under tight deadlines;
- Assist with building relationships with ally organizations and journalist;
- Participate, as necessary, in Programs and Prevention Team, Communications Team, Policy and Research Team, and appropriate work group meetings and trainings;
- Informed by cross-team collaboration, update project management tools accurately and consistently and providing necessary project status reports; and
- Engage in ongoing anti-racism and anti-oppression trainings and discussions.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. This individual must possess a creative flair, with the ability to present content (derived from across NRCDV teams, resources, and campaigns) that will engage target audiences. Must have experience with concepts of traditional and digital marketing strategies and creating online campaigns; in-depth knowledge and understanding of social media platforms; demonstrated ability to analyze the impact of digital media campaigns; and versed in current and emerging communication technologies. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

1. Strong background or familiarity with the gender-based violence movement or movement for social change;
2. Two plus years of experience in marketing, social and digital media, campaign development and project management support; or
3. Any equivalent combination of education, internships or apprenticeships, and work experience.

Communication Skills

1. Excellent writing, editing, and verbal communications skills, including and understanding of optimize writing for digital and social engagement.
2. Demonstrates social customer service techniques such as empathy, patience, advocacy and conflict resolution.
3. Ability to prepare clear, accurate and concise reports.

Computer Skills

1. Demonstrated knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.) and how each platform can be deployed in different scenarios.
2. Maintains a working knowledge of principles of SEO including keyword research and Google Analytics.
3. Knowledge of publishing content on the web, including HTML and content management systems (CMS);
4. Knowledge of, and willingness to learn, WCAG 2.0 accessibility standards and guidelines, and accessibility audit and quality assurance tools and processes.

5. Proficiency with Microsoft Office and demonstrated expertise using content management software/systems;
6. Demonstrated skills in office systems and equipment and a willingness to learn additional electronic technologies.

Project Management Skills

Demonstrated program development and project management skills, including the ability to work independently and across teams. Demonstrated skills in office systems and equipment and willingness to learn.

Administrative Skills

Strong organizational skills. Considerable attention to detail, ability to manage multiple projects simultaneously and meet deadlines, advanced proofreading skills and accurate data entry. Ability to create and format written documents, letters, meeting notes and reports with little or no oversight.

Language Ability

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence.

Math Ability

Ability to read, interpret, organize, and analyze data related to website usage and online engagement by calculating percentages, trends over time, volume, reach, and related functions.

Reasoning Ability

Demonstrated understanding of process for critical thinking to promote effective communications strategies. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, verbal, diagram, or schedule form.

Other Skills, Abilities and Behaviors

To perform the job successfully, an individual should demonstrate the following:

Teamwork – Collaborates and communicates within and across teams, enabling workflow and positive partnerships.

Personal Accountability – Drives toward results while taking personal responsibility for actions and professional interactions.

Continuous Improvement – Develops strategies for continuous improvement and protects against avoidable mistakes.

Ethics & Integrity - Treats others with respect and consideration regardless of status or position; Approaches situations with diplomacy, tact and discretion; inspires the trust of others; Reacts well under pressure.

Judgment - Exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; Keeps commitments; completes tasks on time or notifies appropriate person with an alternate plan.

Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

Diversity - Celebrates diversity and shows respect and sensitivity for cultural differences. Be open to ongoing learning about other cultures, values and beliefs.

Safety and Security - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.

Fiscal Responsibility - Works within approved budget; conserves organizational resources.
Attendance/Punctuality - Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.

PHYSICAL DEMANDS

The physical demands described above 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.

While performing the duties of this job, the employee is regularly required to communicate with others, move and sit frequently. The employee may also be required to lift or move objects of up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENTS

The noise level in the work environment is usually quiet, but with constant interruptions.

TRAVEL REQUIREMENTS

This is a full-time position with flexibility in regards to location and remote work. Occasional travel to NRCDV offices in Harrisburg and/or other locations may be required.