**Job Description: Digital Content Coordinator**

**General Description**
Together with all staff, the Digital Content Coordinator works to develop financial resources that enable MWO to achieve its mission. He/She collaborates with other members of the all staff to strategically cultivate and nurture relationships with constituents, ultimately moving those individuals to support MWO financially through membership dues and charitable giving. The primary purpose of this role within MWO’s structure is to use technology (website, email, social media, photo/video) to engage our audience and drive revenue.

The Digital Content Coordinator is responsible for MWO’s on-line presence, brand and user experience, including the organization’s web sites, social media presence and online communications. While he/she will develop MWO’s high-level overall digital strategy, the Digital Content Coordinator is also responsible for the day-to-day editing, updating and curating of MWO website and social media content, as well as the interpretation of user analytics.

Reporting to and in partnership with the Director of Events & Marketing, the Digital Content Coordinator is charged with leveraging the organization’s impressive online audience to advance the work of the MWO. He/She must be an outstanding, versatile written communicator, capable of communicating effectively through blogs, emails, Facebook posts, tweets and everything in between.

SilverTech, an integrated design agency in Manchester, NH, has been worked with MWO on the complete redesign of MountWashington.org and launched in 2014. The Digital Content Coordinator serves as the organization’s in-house expert in the new content management system for the site. While this is not technically a web development position, the Digital Content Coordinator must be generally familiar and comfortable with HTML code.

This position is full-time/year-round, based at MWO’s administrative offices above the Weather Discovery Center science museum, which is located in the heart of the vibrant and beautiful village of North Conway, NH. The typical work week is Monday through Friday, 9 AM to 5 PM, but events and other obligations require that the Digital Content Coordinator tor has the flexibility to work odd hours from time to time, including overnight visits to the summit.

**Job Activities**
The Digital Content Coordinator, in consultation with the Director of Advancement, is responsible for the content and quality of the MWO website, utilizing the website and social media to drive revenue growth, and is an active participant in engaging the public with MWO through technology.

Duties include:
- Developing and maintaining MWO’s overall digital strategy, including websites, social media platforms, and email campaigns, all in alignment with overall business objectives and marketing plans
• Create, develop and manage content for MWO’s websites (requires working with content management software); copyedit and proofread all web content; curate all user-submitted content
• Converting MWO web visitors and social media fans into members and donors
• Coordinate web projects across departments, including developing and maintaining the master content calendar for MWO websites
• Expanding online retail sales
• Email marketing strategy and execution
• Monitoring MWO online reputation
• Managing and leveraging MWO digital resources such as video and photo archives
• Producing reports on digital campaign performance and making recommendations to increase performance
• Keeping up to date on the latest tools, web technologies and social media tactics being used, and evaluating how MWO can take advantage of opportunities to use new technologies and approaches
• Tracking and reporting on all site metrics
• Digital photography; shooting and editing of video content
• Other duties and special projects as assigned
• Input into product, program and museum exhibit development from a digital assets and technical perspective

Knowledge, Skills, Abilities and Personal Characteristics
• Exceptional writing, communication and organizational skills
• Total proficiency in MS Office Suite, including Word, Excel, PowerPoint and Outlook
• Knowledge of and experience using content management systems; familiarity with HTML
• Keen attention to detail
• Well-honed organizational skills, willingness and ability to manage multiple projects in a fast-paced, deadline-driven environment
• Good business acumen and judgment combined with a strong work ethic, professionalism and integrity
• Ability to create, compose, and edit written and electronic materials
• Ability to successfully work collaboratively and with minimal supervision
• Ability to maintain high level of confidentiality
• Ability to communicate design ideas to non-technical people
• Positive, “can do” attitude
• Appreciation for the creative arts, graphic arts, photography

Minimum Requirements
• Bachelor’s degree in marketing, communications, information technology or a related field
• Minimum 3 years’ work experience working across a variety of digital marketing areas, such as web design, digital media, social media, email, etc.
• Deep knowledge of and active participant in social media
• A successful track record of planning, testing, launching, monitoring, optimizing and measuring social media campaigns
• Excellent social marketing conversation skills with a strong history of active participation on behalf of a brand
• Knowledge of Adobe suite of design software (Photoshop, Illustrator, InDesign) is a plus
**Additional Desired Qualifications**
- Video editing skills are strongly desired
- Previous experience developing websites and web applications is a plus

**Reporting Structure, Salary and Benefits**
This is an integral part of the MWO team and reports directly to the Director of Events and Marketing.

This position is paid a salary based on 40 hours per week and qualifies for the standard benefits package for full-time employees. Current employee benefits include generous paid time off, health and dental insurance, life insurance, short- and long-term disability insurance, a retirement plan after two years of service, and complimentary skiing and health club privileges.

Please send resume and cover letter to kfraser@mountwashington.org