



Job Title: Interim Digital Media Manager

Location: New York – Remote

Reports to: Interim Director of Marketing

About Delivering Good Inc.:

Delivering Good, Inc. is the charity of choice for new product donations made by hundreds of companies in the fashion, home and children's industries. Donating new merchandise provides these companies with a simple and effective way to help people in need. Founded over 30 years ago, Delivering Good is a 501(c)(3) nonprofit organization that unites retailers, manufacturers, foundations and individuals to support people affected by poverty and tragedy nationally and abroad. Since 1985, over \$2 billion of apparel, accessories, shoes, home furnishings, toys, books and other useful items have been distributed through our network of community partners. The annual operating budget of Delivering Good is approximately \$3.8 million.

Job Description:

The Interim Digital Media Manager is a temporary consultant who manages the planning, implementation, and reporting of communications efforts for Delivering Good's digital media channels: website, blog, social media, and email campaigns.

The goals of this work are:

- Strengthening the organization's digital and offline media presence
- Converting subscribers/readers/followers into financial and product donors
- Developing and expanding our B2B and B2C audience

The Interim Digital Media Manager is responsible for developing, implementing and evaluating Delivering Good's online and offline communications, outreach and engagement strategies in support of the organization's marketing objectives. He/she uses software tools to build content products and distributes them through the appropriate channels to reach our key audiences and stakeholders.

As this is a temporary consultant, the scope of work will focus on support for our [annual gala](#) on November 3rd, our ongoing [emergency response](#) work, and laying some groundwork for the announcement of our Racial Equity pilot program.

In collaboration with other departments and the marketing team, s/he will develop and execute strategies to effectively utilize the website, social networking, email, direct mail, online and offline data and other outreach tools to communicate our mission to varied audiences and enhance our brand's recognition. S/he will work under the direction of the Director of Marketing and Communications.

The Interim Digital Media Manager has the following responsibilities:

- Manage digital format communications, outreach, branding and engagement to grow DG's audience base and ensure that its current diverse audience remains informed and engaged in DG's mission and impact
- Manage 50% of our full-time marketing intern to support execution of social media work and email appeals and digital reports
- Develop and measure a coordinated online outreach and communications strategy that meets DG's Fourth Quarter 2021 business goals
- Oversee online communications and ensure that they are implemented effectively and efficiently and reinforce institutional and program-specific messaging, in collaboration with Director of Marketing and Communications
- Create, coordinate and manage content and collateral for digital assets (including social media, blog/website, email campaigns, and fundraising/product appeals)
- Maintain website content – including bi-weekly audits, working closely with Technology team
- Craft reports and data to inform decisions regarding appropriate online outreach and offline communications
- Implement, update and analyze our Google Adwords campaign

- Track website metrics through Google Analytics and determine any needed changes to increase audience and improve Search Engine Optimization
- Coordinate and execute email marketing resources (using the Salesforce Pardot platform) and make recommendations for improving reach and engagement
- Spearhead all influencer marketing outreach
- Conduct interviews with community partners, donors, brand partners, staff - to create blog and social media content
- Actively seek new opportunities to engage with social media platforms, create partnerships with news organizations using social media and Delivering Good's content
- Collect and curate community partner feedback to present to partner brands.
- Oversee existing process and library of program participant success/impact stories from across organization and all programs
- Support development team with event marketing
- Participate in all staff meetings and additional meetings as needed

Required experience/education:

- Bachelor's Degree or equivalent from an accredited institution
- 5+ years' experience developing and maintaining websites and social media platforms; including experience with the WordPress platform and some fluency in HTML
- Commitment to community service and social welfare
- Strong understanding of social media best practices and trends
- Strong verbal and excellent written communication skills (including proofreading) in English; strong storytelling skills, experience using Microsoft Office Suite
- Ability to work in a fast-paced environment
- Web design experience and a good visual eye in colors and web layout and image optimization
- Experience with Salesforce and Pardot, Google Analytics and Adwords, Paid Social, SEO, Sprout Social, and Canva
- Demonstrated ability to work independently, manage projects, maintain attention to detail and meet deadlines
- Goal oriented, self-motivated, creative, highly flexible and adaptable to change
- Practical knowledge of web-based communications systems and ability to monitor their results
- Excellent organizational & time management skills
- Ability to multi-task on, online and offline communications, and digital media support

Compensation information:

This position will be a freelance consultant, working 30-40 hours per week at \$50 per hour. It is for the period of October and November 2021 and may include more time in December.

To apply, please submit your resume, together with a cover letter describing your interest in the position to hr@delivering-good.org with the subject line: Temp Digital Media Manager. Delivering Good is committed to a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

(October 1, 2021)