



Position Description: Digital Media & Communications Associate

About Delivering Good:

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 35 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, \$3 billion of apparel, accessories, shoes, home furnishings, toys, books, and other useful items have been distributed through our network of community partners.

Delivering Good was created from the 2014 merger of Kids in Distressed Situations and Fashion Delivers. In May 2017, the organization rebranded as “Delivering Good” to reflect focused, ongoing support for children and families facing poverty and disaster. The organization is governed by an actively engaged board of directors who are industry leaders in the apparel, juvenile products, fashion, shoe, home and related enterprises respectively.

Job Summary: The Digital Media & Communications Associate is a part-time employee who manages the planning, implementation, and reporting of communications efforts for Delivering Good’s media channels: website, print, blog, social media, email campaigns and PR/publicity efforts.

The goals of work in media are:

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

The Digital Media & Communications Associate is responsible for developing and evaluating Delivering Good’s online communications, outreach, and engagement strategies in support of the organization’s marketing objectives with a focus on developing engaging social media content. He/she uses software tools to build content and distributes them through the appropriate channels to reach our key audience and stakeholders.

In collaboration with other departments and the marketing team, s/he will develop and execute strategies to effectively utilize the website, social media, and email to communicate our mission to varied audiences and enhance our brand’s recognition. She/he will work under the direction of the Director of Marketing and Communications.

Responsibilities:

- Manage online social media communication and engagement to grow DG’s audience base
- Coordinate online outreach to support and enhance other marketing channels to promote activities and organizational impact.

- 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 and non-digital assets (including social media, blog/website, email/newsletters, annual impact report and fundraising/product appeals)
- Craft reports and data to inform decisions regarding appropriate online outreach
- Coordinate and execute email marketing resources (Pardot)
- Conduct interviews with community partners, donors, brand partners, staff as needed to create inspiring social media content
- Collect and curate community partner feedback to present to partner brands and for use in communicating impact
- Assist in developing strategy to increase awareness about Delivering Good's success and impact through online communications and popular social media tools
- Event support: Create marketing materials as needed and develop social media promotion plan
- Participate in all staff meetings and additional meetings as needed
- Other duties related to digital media as determined from time to time
- Support and assist Director of Marketing and Communications on other marketing projects as needed.

Required experience/education:

- Bachelor's Degree or equivalent from an accredited institution
- Commitment to community service and social welfare
- Strong understanding of social media best practices and trends
- Creative thinker with strong verbal and excellent written communication skills (including proofreading) in English; strong storytelling skills, experience using Word and Excel
- Ability to work in a fast-paced environment
- Experience with Google Analytics, Google Adwords, Hootsuite, Canva, WordPress, SEO and digital media metrics a plus
- 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
- Excellent organizational & time management skills

This role reports to Director of Marketing

Compensation and Benefits:

Part-time non-exempt position, twenty (20) hours per week - temporary through December 31,2022. No paid company benefits provided. Hourly rate is \$30.

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 Communications Associate.

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.