



Position Description: Digital Marketing & 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 39 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 Marketing & Communications Associate is responsible for developing and evaluating Delivering Good's online digital communications, outreach, and engagement strategies in support of the organization's marketing objectives. This role focuses on creating engaging social content for platforms including LinkedIn, Instagram, Facebook, Twitter, and YouTube.

In collaboration with other departments and under the direction of the Director of Marketing and Communications, the Digital Marketing & Communications Associate will develop an omni-channel approach and execute strategies to effectively utilize the website, social media channels, and email to communicate our mission. The goal is to deepen engagement with our audiences and enhance our brand's recognition.

The ideal candidate will be a creative and strategic thinker with a passion for social media and digital communications, capable of driving initiatives that align with Delivering Good's mission and marketing objectives.

Responsibilities:

- Manage digital communication to grow Delivering Good's audience and deepen engagement
- Create and manage content for Delivering Good's social media channels, emails, and other forms of digital communication
- Work with key stakeholders to develop white paper content to broaden Delivering Good's digital presence and brand recognition
- Maintain consistent brand messaging across all digital channels
- Create and maintain an editorial calendar to deliver targeted content
- Identify, analyze, and measure trends and content to assess how well it's performing and optimize user experience
- Research, track, and analyze audience behaviors and trends and implement research into digital marketing campaigns



- Prepare reports and analytics on the overall performance of various marketing campaigns, including ROIs and KPIs
- Collaborate with the marketing team to brainstorm new and innovative growth strategies and marketing techniques
- Collect and curate community partner feedback to present to develop impact reports for reporting impact externally
- Participate in all staff meetings and additional meetings as needed
- Support and assist Director of Marketing and Communications on other marketing projects as needed

Required experience/education:

- Social media savvy, with a passion for staying on top of trends
- Strong sense of creativity, imagination, and innovation
- Excellent interpersonal skills, with the ability to collaborate with other departments
- In-depth knowledge of various social media platforms and best practices
- Ability to analyze metrics, reports, 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 MS Office applications, Google Analytics, Google Adwords, Sprout Social, Canva, WordPress (Elementor), SEO and Meltwater 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
- Commitment to community service and social welfare

This role reports to Director of Marketing and Communications.

Compensation and Benefits:

Part-time non-exempt position, twenty (25) hours per week. Not eligible for company-provided health insurance and other benefits, although pro-rated PTO and Sick time will be provided. Hourly rate is \$32.

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 Digital Marketing and Communications Associate.