

DIGITAL MEDIA AND CONTENT CREATION COORDINATOR

Right to Life of Michigan (RLM) is looking for a prolife individual with the ability to manage and expand RLM's social media presence consistent with the organization's content strategy and assist with communication assignments.

RESPONSIBILITIES:

1. Manage all RLM social media accounts.
2. Create and implement content strategy aligned with communications content and messaging plan, including drafting new content and identifying existing content for posting.
3. Create and implement social media targeting strategy for key demographics and oversee ad buys.
4. Develop new social media accounts as needed.
5. Manage Google ad buys.
6. Develop new video content for the organization's social networking outreach.
7. Assist in writing RLM blog posts.
8. Research breaking issues as they arise and provide written overviews for internal staff and external audiences.
9. Evaluate and update RLM web content as needed.
10. Develop metrics for analyzing organic and paid growth of social media platforms.
11. Assist the Director of Communication/Education with communication assignments as needed.

This job description is not intended to be all inclusive. Employee may be asked to perform other reasonably related business duties as assigned by immediate supervisor and/or other management.

QUALIFICATIONS:

1. Experience developing, managing and growing social and digital media platforms.
2. Experience creating new content for social media.
3. Experience with video production.
4. Excellent communications and writing skills.
5. Excellent organizational skills.
6. Computer aptitude in: InDesign, Microsoft Office, WordPress.
7. Bachelor's Degree and/or educational work experience.

PLEASE NOTE:

This is a full-time salaried position and includes a benefits package. Send PDF documents with your cover letter and resume to Office Manager at careers@rtl.org or mail to: Office Manager, Right to Life of Michigan, PO Box 901, Grand Rapids, MI 49519 – 0901.