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<b>TITLE:</b>	<b>Digital Communications Coordinator</b>
<b>TEAM:</b>	<b>Marketing</b>
<b>REPORTS TO:</b>	<b>Communications &amp; Marketing Director</b>
<b>SUPERVISES:</b>	<b>Volunteers, If Applicable</b>
<b>FULL OR PART TIME:</b>	<b>Full-Time</b>
<b>FLSA STATUS:</b>	<b>Non-Exempt</b>
<b>APPROVAL DATE:</b>	<b>October 17, 2022</b>

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#### **POSITION SUMMARY:**

As a member of the Marketing Team, the Digital Communications Coordinator is responsible for managing the organization's two websites, including maintenance and updating, assisting the Customer Relationship Management (CRM) platform management and communications tools, and assisting with the marketing portfolio of multiple programs and projects (including social media, in-person events, and graphic design, as needed) in support of Buffalo Niagara Waterkeeper's mission to protect and restore our water and surrounding ecosystems while connecting people to water. This position will be part of a team working under direct supervision of the Communications & Marketing Director to support and guide the organization's marketing, communications, and outreach efforts.

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#### **PRIMARY RESPONSIBILITIES:**

- Maintains and updates both the Buffalo Niagara Waterkeeper and Buffalo Blueway WordPress websites, including updating content as directed and editing requests from staff. Maintains the technical health of both websites, while maximizing impact of both sites by continually updating their functionality based on analytics and organizational needs.
- Relays or responds to inquiries from the website and social media platforms.
- Tracks and summarizes analytics from the website and social media platforms to continuously inform the marketing plan and for reporting out internally.
- Assists with CRM database management and communication tools associated with that database (creating event registrations, email blasts, etc.).
- Assists with graphic design, graphic continuity and brand visibility on marketing and advancement materials, particularly in formatting deliverables for digital and print distribution.
- Helps manage content for social media, website and print and press communications.
- Assists in photography, videography, and video production/editing for marketing purposes.
- Assists on special projects or assignments as requested by the Communications & Marketing Director.

#### **SECONDARY RESPONSIBILITIES:**

- Attends marketing opportunities to represent the organization as needed.
- Assists in the scheduling and communication needs for press events and other public relations or media needs as directed.
- Collaborates with all program/project teams to successfully implement public events.
- Assists with other organizational initiatives, projects, events, or activities as needed.

#### KEY RELATIONSHIPS:

- **Internal:** Effectively reports to the Communications & Marketing Director. The Deputy Executive Director or Executive Director will engage directly when appropriate. This position requires clear, frequent and consistent communications with the Advancement Team related to the CRM management, as well as the Community Engagement Team related to events and programs.
- **External:** Effective communication with community groups, donors, partners, or the general public at external events.

#### PREFERRED QUALIFICATIONS AND EXPERIENCE:

- Bachelor's Degree preferred or demonstrated high competency in the above-described job components, especially WordPress experience.
- 1-2 years of relevant experience in digital marketing & communications preferred.
- Demonstrated experience and fluency in WordPress editing, design, maintenance and growth.
- Demonstrated graphic design experience with marketing and promotional materials for a variety of print and digital media.
- Non-profit experience preferred.
- Enthusiasm for our organization's mission.

#### ESSENTIAL SKILLS AND ABILITIES:

- Excellent verbal, written, and interpersonal communication skills.
- Ability to prioritize tasks in a fast-paced environment.
- Ability to work in a multi-disciplinary environment with extensive cross-team collaboration.
- Ability to work with individuals from diverse backgrounds.
- Ability to maintain a high energy level and be comfortable managing multi-faceted tasks in conjunction with day-to-day activities.
- Strong organizational skills.
- Proficient in WordPress.
- Proficient in social media platforms and skill in data analytics relative to the effective use of social media tools.
- Proficient in video editing.
- Proficient in Adobe Creative Suite; expressly in editing/formatting marketing and promotional materials to include images, reports, posters, and web content for digital and print production.
- Proficient in Microsoft Office products.
- The adaptability to learn on the job and from different departments of the organization.

#### ENVIRONMENT AND WORKING CONDITIONS:

- The majority of the work time is conducted in an office setting, with occasional events taking place out of the offices. Buffalo Niagara Waterkeeper is currently working a hybrid schedule, with at least two days in office and up to three days remote.
- Some flexibility in schedule is required; occasional work in the evening and weekends for meetings or event participation may be required.



- Comfortable working outdoors in inclement weather preferred, and in and around water.
- Must possess access to reliable transportation with the ability to travel to various work site locations throughout WNY.

**COMPENSATION:**

Hourly rate range is \$17 - \$24 per hour, commensurate with experience and skills. A robust benefits package including options for a flexible schedule is included with this position and the details of this package will be discussed with the final candidates.

**DIRECTIONS FOR APPLYING:**

Buffalo Niagara Waterkeeper is an equal opportunity employer and does not discriminate on the basis of race, national origin, religion, color, gender, sexual orientation, age, non-disqualifying physical or mental disability, or any other basis covered by law. Employment decisions are based solely on qualifications and business need.

No phone calls.

Must include a cover letter and resume.

**PLEASE include the POSITION TITLE in the subject line of the email and the cover letter.**

Applications sent by email preferred, will accept mailed in applications if received by November 18<sup>th</sup>, 2022.

Hard copy address OR email address send to:

Bonnie Majda, Administrative Assistant  
Buffalo Niagara Waterkeeper  
721 Main Street  
Buffalo, NY 14203  
Bmajda@bnwaterkeeper.org

**APPLICATION DEADLINE: End of day Friday, November 18<sup>th</sup>, 2022**

