

Digital Marketing Director Position Description

Purpose: The digital marketing director develops and implements ASDAH's digital marketing strategy and manages social media.

Time Commitment: 15-20 hours per month on average

Position Responsibilities:

- Social media responsibilities:
 - Use style guide to create informational and promotional posts
 - Respond to comments and direct messages on a variety of platforms
 - Host and moderate live discussions across social media platforms
 - Train volunteer moderators
- Work with the remainder of leadership board to develop digital marketing strategy to promote membership registration and engagement
- Track SEO and Google Analytics and share with other board members at monthly meetings
- Remain up-to-date on digital technologies and social media trends
- Utilize cutting edge marketing strategies for nonprofit, community-based organizations

Desired Skills:

- Good time management skills
- Strong interpersonal and communication skills
- Advanced experience with content creation and social media management tools
- Ability to understand, interpret, and report social media data analytics
- Knowledgeable about navigating social media algorithms in order to maximize social media presence
- Passion for creativity and innovation