



Digital Marketing Specialist

Position Summary

The Digital Marketing Specialist supports the organization's communications and community engagement efforts through compelling digital content, social media management, photography, website updates, and storytelling. This role helps elevate the organization's visibility, mission, and impact by capturing and sharing stories that connect audiences to students, educators, programs, and community initiatives.

Reporting to the Communications & Community Engagement Manager, the specialist manages day-to-day digital communications efforts, including social media platforms, website content updates, photography, multimedia storytelling, and digital engagement tracking. The position also supports marketing campaigns, events, fundraising communications, and brand consistency across platforms.

Essential Functions / Key Responsibilities

Marketing & Social Media

- Manage and maintain organizational social media platforms including content planning, scheduling, posting, and tracking performance
- Create compelling digital content aligned with organizational priorities, campaigns, events, and community impact stories
- Support digital marketing campaigns across social media, email, and website platforms
- Monitor social media trends and recommend creative strategies to expand audience engagement and visibility

Website & Digital Content Management

- Update and maintain website content, graphics, event information, and program highlights
- Follow basic search engine optimization (SEO) practices, including metadata, keywords, alt text, and content organization
- Track website and digital engagement analytics using tools such as Google Analytics and social media insights



Photography, Video & Storytelling

- Capture photography and video content at school visits, programs, events, and community activities
- Develop compelling stories that highlight student success, educator impact, donor engagement, and community partnerships
- Edit, organize and maintain digital media assets for use across platforms
- Support creation of marketing materials, presentations, and visual storytelling campaigns

Analytics & Reporting

- Monitor and report on digital engagement metrics, including website traffic, social media growth, email performance, and campaign outcomes
- Help identify opportunities to strengthen audience engagement and digital visibility through data-informed recommendations

Key Performance Indicators

- Increase total social media followers by 15% annually
- Achieve an average engagement rate of 5% or higher across social media platforms
- 100% of photos and videos uploaded to digital asset library within 5 business days of events
- 100% of content updates to the website are completed within 3 business days of receiving approved information
- Increase website visitors by 10% annually
- Ensure 100% of website content includes SEO best practices (i.e., alt text, metadata, keywords)

Minimum Requirements

- Bachelor's degree in marketing, communications, journalism, public relations, digital media, or related field preferred
- 2-4 years of experience in digital marketing, communications, social media management, or multimedia storytelling
- Demonstrated ability to work collaboratively and professionally in a team-oriented office environment
- Demonstrated ability to meet deadlines and follow through on assignments

Additional Requirements:

- Satisfactory outcome of a fingerprinting background check. The applicant pays a non-refundable fee (approximately \$50.00)
- State-issued ID
- Reliable transportation



Knowledge, Skills, & Abilities

- Excellent written and verbal communication skills with the ability to tailor messaging for diverse audiences
- Strong storytelling skills, including the ability to translate program outcomes and impact into compelling content
- Proficiency in social media management platforms and content scheduling tools
- Proficiency in Canva, WordPress & Google Analytics
- Strong photography skills and basic video editing capabilities
- Ability to analyze digital performance metrics and translate findings into actionable recommendations
- Demonstrates creativity, initiative, and curiosity in developing new content ideas
- Self-starter who identifies opportunities and takes ownership of projects from concept through completion
- Ability to capture and communicate authentic stories that inspire community engagement and support
- Passion for education, nonprofit impact, and community engagement

Working Conditions

- Dedicated space in a shared office
- Ability to work flexible hours for scheduled occasional evenings or weekend foundation events as needed to support the team

Supervisory Responsibilities / Direct Reports

This role reports to the Communications & Community Engagement Manager. This role does not have any direct reports.

Terms & Compensation

This is a full-time, hourly, non-exempt position (40 hours per week) with a starting wage of \$25.00 to \$30.00 per hour, based on-site at the SAISD Foundation office. The role requires occasional evening or weekend support for scheduled events, with an adjusted weekly schedule to accommodate these activities. This position features a robust vacation package uniquely aligned with the school calendar and is eligible for full benefits, including a 3% IRA retirement contribution.

Application

To apply, please submit a cover letter, resume, and a list of two professional references to SAISDFoundation@saisd.net. Please include the position title in the subject line.

