

JOB TITLE: Digital Content Manager

Location: Yonkers, NY

Status: Full-Time

JOB DESCRIPTION

The Digital Content Manager creates, schedules, distributes, and tracks all digital content for St Vladimir's Seminary & Press.

This role reports directly to the Multimedia & Public Relations Director.

General Tasks:

- Writes, edits, creates, posts, updates, and maintains all digital content on the website and social media, as needed and approved by the Multimedia & PR Director
- Manages social media posts to enhance other marketing efforts that grow our audience, including targeting and post boosting according to project objectives
- Monitors and optimizes paid social media campaigns in conjunction with marketing goals and budgets
- Works alongside the entire marketing team to plan and manage digital marketing campaigns
- Works with Graphic Designer to create, post, and edit web content including banners, text, links, graphics, image libraries, video, and audio
- Tracks and evaluates engagement in order to inform future campaigns and strategies
- Assists CMO in development and execution of the strategic marketing plan and calendar to ensure deadlines are met for all campaigns
- Keeps marketing efforts up to date with industry best practices and monitors content activities of competitor websites
- Manages, tracks, and updates all email marketing correspondences and lists
- Assists Multimedia & PR Director to develop content for videos, podcasts, and press releases, as needed
- Works alongside the Web Manager to update and maintain current and relevant content on websites
- Assists the entire team in proofreading content (print and digital) as needed
- Performs all other digital content tasks, as needed
- Attends weekly team meetings and one-on-one's with the CMO
- Works with the team to ensure that project/departments milestones/goals are met and adhere to approved budgets

Requirements:

- Strong project management skills
- Strong communication skills, with an excellent command of the English language
- Strong time management skills
- Takes initiative and demonstrates flexibility in time and attitude to get the job done
- Team player
- Attention to detail and an editorial eye to catch grammatical mistakes
- Experience with relevant tools, especially Adwords, Facebook Business manager, Google Analytics, Hootsuite, and Big Commerce
- BS /BA Degree in Marketing, Communications, English Literature, Journalism, or a related field.
- 2+ years marketing experience required
- Copywriting experience with samples of recent work
- Excellent editorial skills - a grammar guru
- Experience managing paid social media campaigns
- Previous experience working as a content manager, copywriter, or line editor would be an advantage

This position is full time, includes benefits, and requires on-site presence Mon-Thurs during normal business hours (8am-4pm during the summer and 8:30am-5pm during the school year). Fridays are optional work-from-home days. Salary is commensurate with experience. Please submit a cover letter, resume, and full digital portfolio to swerner@svots.edu. We are willing to consider making this job part time, depending on the desire and availability of the candidate.