Digital Communications Specialist

POSITION DESCRIPTION

The digital communications specialist is a new position responsible for overseeing the Foundation’s online presence in service of our mission to inspire giving and link resources to action in Forsyth County, NC. The digital communications specialist will play a critical role in communicating the work of the Foundation by developing and implementing digital strategies, and engaging our audiences through social media, email marketing, and website management. This specialist will think creatively and broadly in executing a digital communications plan and adeptly synthesize complex information for our audiences using an equity lens. This position reports to the director, marketing and communications and works closely with the marketing and communications manager.

ABOUT THE WINSTON-SALEM FOUNDATION

We are a nonprofit community foundation, comprised of over 1,600 funds, that assists people and organizations with their charitable giving, provides financial aid to college students, amplifies collective impact through our strategic initiatives, and makes grants and partnerships with nonprofits and community groups to strengthen Forsyth County. We are the oldest foundation in North Carolina, and we are one of the oldest community foundations in the country. Since 2018, we have deepened our understanding of and commitment to racial equity as both a priority in our work in the community and as a hallmark of our organizational culture.

Our vision:
A generous and trusting community where everyone is thriving.

Our mission:
We inspire giving and link resources to action, strengthening Forsyth County—now and forever.

Our values:
- **Inclusion** – we practice and champion inclusion, honoring the strengths and experiences of all in our community.
- **Accountability** – we honor the intentions of our donors and partners and hold ourselves to the highest standards of ethics, service, and stewardship.
- **Continuous Learning** – we are committed to learning and evolving with our community and our partners.
DESCRIPTION OF RESPONSIBILITIES

All staff work together to live out the Foundation's mission, values, and equity commitment. Each person actively participates in education sessions, work groups, and other formal and informal opportunities to learn about, deepen, and operationalize our shared commitment to racial equity.

- Develop and distribute compelling content across multiple digital channels including website, mobile, email, and social media for the Foundation’s brand and two of its strategic initiatives, the Black Philanthropy Initiative and The Women’s Fund of Winston-Salem
- Grow and retain an active follower base and spark conversations and engage constituents in online dialogue across key social media channels for the three brands; current channels include Facebook, Twitter, Instagram, and LinkedIn
- Stay informed on emerging trends and technology and make ongoing adaptations accordingly
- Build digital capacity for the organization, especially through use of videos, live broadcasts, and graphics. Find innovative ways to share stories and messages from other communication products, including reports and videos
- Lead e-newsletter and email marketing for the three brands, including outlining, drafting, proofing, and sending, and collaborate with other staff on content and messaging
- Create and manage content for our three websites: wsfoundation.org, bpiws.org, and womensfundws.org
- Establish performance metrics and regularly review analytics tools for social media, e-newsletter, and website platforms to assess progress toward organizational goals; report key data to internal team members while assessing expansion and improvement opportunities
- Work closely with marketing and communications team and with other staff to implement and refine digital strategies and help manage integrated editorial calendars
- Stay apprised of news and research, locally and more broadly, and regional and national community foundation trends to find ways for the Foundation and its initiatives to join relevant conversations and share messaging that adds to public discourse.
- Prepare surveys and collect data on donors, grantees, and other stakeholders; analyze and use insights to guide digital communications strategies
- Participate in regular staff and other internal meetings
- Attend Foundation and community events and meetings to learn, build relationships, and share with audiences
- Work alongside staff on tasks that concern the broad agenda of the Foundation’s work to ensure that decisions are made with diverse input to benefit the common good
- Perform other duties as assigned

QUALIFICATIONS

- Proven track record working in digital marketing and social media communications
- Demonstrated commitment to racial equity and inclusive language, culture, and communications practices
- Strong initiative and self-directing skills, creativity, innovation, and willingness to experiment with new approaches
- Proven experience in creating engaging digital content and communicating strategically using content management and distribution tools
- Experience building strong collaborative working relationships with communication partners including consultants, graphic designers, writers, photographers, and videographers
- Strong strategic, problem-solving skills, flexibility, and a demonstrated ability to organize and manage multiple tasks at once and work to accomplish goals
- Proven writing, editing, and proofing skills; exceptional attention to detail
- Ability to interact respectfully with people of diverse backgrounds, perspectives, and cultures
- Strong familiarity with technology and digital analytics, ability to learn and adapt to using new software and cloud-based tools
- Proficiency in Adobe Creative Cloud Suite, Constant Contact, Canva, CoSchedule, and Webflow preferred
- Strong analytical skills using data to inform tactics; knowledge of Google Analytics, social media analytics tools, and SEO preferred
- Photography, videography, and some familiarity with video editing software preferred

HYBRID WORK SCHEDULE

The Foundation offers a hybrid schedule where staff work in the office for part of the week and have the option to work remotely on other days. Our offices are in downtown Winston-Salem.

SALARY AND BENEFITS

Salary range starts at $63,000, commensurate with experience. Benefits include generous paid time off (PTO) and holidays. Health insurance, life insurance, dental insurance, short-term and long-term disability insurance, and parental leave begin the first of the month following 30 days of employment. Eligibility for the defined benefit retirement plan begins after one year of service. Other optional benefits include a flexible benefit plan, supplemental insurance with AFLAC, employee supplemental retirement plan, charitable match program, and tuition and fee reimbursement.

The Winston-Salem Foundation is committed to building a staff that reflects the community served by the Foundation's mission and strategic priorities, and we invite applicants that represent our diverse community. To apply, please visit wsfoundation.org/careers. The application deadline is 5:00pm on Monday, September 12.