DIGITAL MARKETING SPECIALIST

GO2 Foundation for Lung Cancer is seeking a talented and creative addition to our Marketing & Communications Team. Our ideal candidate will have exceptional writing, editing and communications skills, experience with posting, monitoring and replying to social media posts, and email marketing software. You love an important mission, are energized by fast pace, have great ideas to contribute and a willingness to learn new skills. This position may be fully remote!

TO APPLY:

• Use this URL to apply through Indeed’s website: https://www.indeed.com/job/digital-marketing-specialist-e2cfc3717d34712c

• ***Please include a COVER LETTER WITH SALARY REQUIREMENTS, along with your resume. ***

POSITION SUMMARY

The Digital Marketing Specialist is responsible for the tactical implementation of the communications and marketing activities of GO2 Foundation for Lung Cancer (GO2 Foundation). The Digital Marketing Specialist’s primary focus will be on tactical execution and management of GO2 Foundation’s digital marketing channels with the goal of advancing the brand, improving programmatic marketing efforts, and supporting key organizational goals. These channels include all social media platforms, website, blog, and email communications.

Additionally, the Digital Marketing Specialist participates in digital content planning, content creation, data collection and maintenance, audience monitoring, graphic design support, and other duties as assigned.

This individual will work with the all members of the communications team to achieve brand consistency and awareness for both internal and external stakeholders through new and existing initiatives.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with a disability or disabilities to perform the essential functions.
Social Media
- Responsible for scheduling social media posts.
- Monitor and engage with the social media community, providing rapid response to inquiries and comments.
- Utilize analytics platforms (including Google Analytics, Sprout, etc.) to track and monitor discussions regarding GO2 Foundation or lung cancer mentions and topics.
- Identify trends in mobile, digital marketing, and social networking arena.

Email
- Schedule weekly and monthly e-newsletters and email blasts.
- Develop email letterhead/banners.
- Obtain regular training on best practices in email messaging.

Website
- Back-up for posting blogs when needed.

Content
- Contributes to content execution and promotion.

Creative Services
- Support creative services with photo selection and minor design projects.
- Regular training to enhance design capabilities: image sizing, photo selection, and logo placement.

Other duties as assigned. This job description is not designed to cover all activities, duties or responsibilities that are required. Duties, responsibilities and activities may change at any time with or without notice.

SUPERVISORY RESPONSIBILITIES
This is not a supervisory position.

REQUIRED COMPETENCIES
- Exceptional written communications and editing skills. Ability to adjust writing and communication efforts based on a wide variety of audiences.
- Willingness and ability to learn new skills in a fast-paced environment.
- Understanding of social media analytics platforms (not required, but preferred).
- Experience with media and internet social networks, especially Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.
- Ability to respond quickly and professionally to meet deadlines and achieve results in an ever-changing environment. Independent, self-starter who works well with a dynamic team and staff.
- Ability to work with and communicate effectively with diverse groups and individuals.
- Strong organizational skills, with the ability to manage multiple tasks.
- Working knowledge of Adobe Suites software, specifically InDesign, Photoshop and Illustrator (not required, but preferred).

**REQUIRED EDUCATION/EXPERIENCE**

- Bachelor’s degree with 1-2 years of experience in marketing and/or communications, preferably in a non-profit environment.

**WORK ENVIRONMENT / PHYSICAL REQUIREMENTS**

This job will be performed in an office environment (GO2 office or remote/home office), primarily sitting at a desk and using a computer and phone. In order to perform the essential functions of the job, the employee must be able to operate a computer and other office equipment. The noise level in the work environment is usually low to moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**TRAVEL REQUIREMENTS**

This position may require occasional travel to GO2 office locations, conferences, events (*once offices reopen and travel is safe)*.

**EEO STATEMENT**

GO2 Foundation for Lung Cancer welcomes all qualified applicants, and provides equal employment opportunities and consideration to all employees and applicants for employment, and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.
GO2 BENEFITS – We provide an exceptional benefits package

- Health Insurance – Individual premium fully paid
- Dental and Vision insurance – Individual premium fully paid
- Life Insurance and AD&D – fully paid
- Short and Long Term Disability Insurance – fully paid
- Vacation Leave
- Sick Leave
- Parental Leave
- Bereavement Leave
- 403b Retirement Plan with Employer contribution
- Holidays – 11 paid holidays, plus several other holiday days added