

Job Posting – Digital Marketing Coordinator

Job Title: Digital Marketing Coordinator
Reports to: Communications Manager
Location: McMurray, PA / Pittsburgh area
Job Type: Part-time, non-exempt (25 hours/week)

Organization Description:

The Environmental Health Project (EHP) is a public health nonprofit organization that provides wide-ranging support to communities impacted by shale gas development. That support includes health impact assessments, environmental and health monitoring, data and research interpretation, and public health guidance. EHP's team includes a varied and skilled group of health care providers, scientists, community educators, analysts, and communications experts. The strength of the organization lies, in part, in its direct contact with communities, learning about their circumstances and responding to their need for relevant information and guidance. The organization opened in 2012 and today is at an exciting juncture as we have expanded our focus beyond Southwestern Pennsylvania. We seek to support communities more broadly in understanding the exposures and risks generated by shale gas and oil development, and we engage in policy dialogues at the local, state, and national levels regarding the public health implications of shale gas activities. We have become national leaders in the comprehensive understanding of, and approach to, the public health consequences of shale gas development.

Job Summary:

The Digital Marketing Coordinator combines social media management skills and marketing to build and enhance EHP's social media presence, including interacting with an array of individuals (residents, community groups, researchers, local government officials, etc.). The Digital Marketing Coordinator works closely with the Communications Manager and Regional Managers to create innovative social media campaigns, promoting brand-focused, interactive, and engaging content and increasing opportunities for nationwide expansion.

Various tasks associated with this role include but are not limited to the following:

Primary Duties:

- Support marketing and social media campaigns and strategies, including budget planning, content ideation, implementation schedules, and metrics and analytics
- Create and distribute engaging written and graphic content in the form of e-newsletters, web page and blog content, and social media messages, and employ metrics and analytics (including Google Analytics for website usage) to track successes
- Grow and expand organization's presence on social media platforms, including Facebook, Twitter, LinkedIn, Instagram, and Vimeo
- Take a primary role in the organization's fundraising campaigns, including annual giving letters, emails, social media, and website communications
- Assist in creating and editing written, video, and photo content
- Maintain website content and track usage metrics

Other Duties:

- Assist in scheduling and hosting webinars and produce live social media content for events
- Maintain research database by identifying and assembling marketing information
- Interact with users and respond to social media messages, inquiries, and comments
- Use contact management applications to manage client email and direct mail contact lists and update them as needed

Core Attributes Required:

- Ability to thrive in a dynamic, deadline-oriented environment with demonstrated ability to balance multiple, competing demands and establish priorities
- Excellent written and oral communication skills to broad and diverse audiences on a range of complex and technical issues
- Ability to offer creative solutions to complicated problems and translate options into implementable solutions
- Attention to detail and comfort with managing deadlines and budgets across multiple project teams
- Basic understanding of current events related to public health and fossil fuel industry issues
- Proven flexibility to new challenges and situations
- Strong analytical and critical thinking skills
- A “roll up your sleeves” attitude and willingness to take initiative to address issues proactively
- Ability to strategize with team members, with a focus on organizational improvements
- Comfort communicating and coordinating with remote teams
- Passion for the organization’s mission to defend public health in the face of shale gas development

Education and Experience Required:

- A minimum of a bachelor’s degree in communications, public relations, marketing, or English, or comparable relevant experience
- 2-3 plus years of professional communications, marketing, or public relations experience
- Knowledge of social media platforms, as well as social media theory, analytics, and strategies for success
- Expertise in social media applications, email marketing applications (such as Mailchimp), and website design/updating (such as Wix) tools required
- Working knowledge of design and video editing applications (Adobe Creative Cloud, Canva) preferred
- Expertise in Microsoft Word, PowerPoint, Excel, Acrobat, etc.

Compensation: Commensurate with experience

Application Instructions: Submit a cover letter explaining why this role is a good fit, a resume, and salary requirements to ssmith@environmentalhealthproject.org

Apply by April 1, 2022, for first round review.

*All applicants and employees will enjoy equality of opportunity and fair treatment without regard to, race, color, age, religion, pregnancy, sex, sexual orientation, disability, gender identity, gender expression, national origin, genetic information, veteran status, marital status, or prior protected activity.
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