Communications & Digital Marketing Coordinator

Job Function: Communications, Publications, Digital Marketing, Social Media & Website Management

Education: Bachelor's degree preferred, or equivalent combination of education and relevant experience

Experience: 2 to 3+ years of communications, marketing, publications, association management, or related experience

Salary Range: $65,000 to $75,000 annually, depending on experience and qualifications

Position Summary

A professional association management firm seeks an experienced and highly organized Communications & Digital Marketing Coordinator to support communications, publications, digital marketing, websites, social media, and member engagement initiatives for multiple nonprofit association clients.

The ideal candidate is an excellent writer and editor who is comfortable managing multiple client projects simultaneously and working across print, digital, email, web, and social media channels. This position requires strong project management skills, attention to detail, sound judgment, creativity, and the ability to consistently meet deadlines in a fast paced, client service environment.

The Communications & Digital Marketing Coordinator will work collaboratively with association executives, staff, volunteer leaders, designers, printers, website vendors, advertisers, sponsors, and other outside partners.

Key Responsibilities

Communications & Content

- Write, edit, proofread, and coordinate newsletters, articles, member communications, press releases, promotional materials, event communications, scripts, website content, and other association materials.
- Develop and maintain communications calendars for multiple association clients.
- Ensure communications are accurate, professional, consistent with each client's brand, and appropriate for the intended audience.
- Coordinate content collection, editorial review, production schedules, approvals, and distribution.
- Adapt content appropriately for email, websites, social media, print publications, and other communication channels.

Email & Digital Marketing

- Develop and execute email communications and marketing campaigns, including newsletters, event promotions, membership communications, legislative updates, and automated campaigns.
- Maintain and segment email distribution lists as appropriate.
- Monitor campaign performance, including open rates, click rates, engagement, and conversions, and recommend opportunities for improvement.
- Support automated communications and member engagement campaigns using association management systems, email marketing platforms, and other digital tools.

Social Media

- Develop, schedule, and publish content across Facebook, LinkedIn, Instagram, X, and other platforms appropriate to each association.
- Use Hootsuite or similar social media management platforms to schedule content, manage multiple accounts, monitor activity, and track performance.
- Develop social media calendars supporting association programs, events, membership, advocacy, education, and other organizational priorities.
- Monitor social media engagement and assist with timely responses and community management.
- Review social media analytics and identify opportunities to increase reach and engagement.

Website Management

- Maintain and update association websites using WordPress and other content management systems.
- Create and update webpages, event information, news content, resources, graphics, links, documents, and other digital content.
- Coordinate website development and enhancement projects with contracted vendors, clients, and internal staff.
- Monitor websites for outdated information, broken links, formatting issues, and opportunities to improve the user experience.
- Apply basic principles of search engine optimization, accessibility, and mobile friendly content.

Publications & Graphic Content

- Coordinate production of digital and printed publications, newsletters, brochures, conference materials, advertisements, signage, presentations, and promotional materials.
- Use Canva to create and modify professional graphics, social media content, email graphics, event materials, presentations, and other routine communications.
- Work with professional graphic designers when projects require advanced design or production expertise.
- Coordinate with printers and other production vendors to ensure projects are completed accurately, on time, and within budget.
- Maintain organized digital libraries of logos, photographs, graphics, templates, advertisements, publications, and other communications assets.

Advertising, Sponsorship & Vendor Coordination

- Coordinate advertising opportunities for association publications, websites, newsletters, and other communications.
- Assist with advertising solicitation, fulfillment, tracking, and billing.
- Maintain relationships with designers, printers, website developers, photographers, marketing vendors, and other communications partners.
- Ensure sponsor and advertiser benefits are fulfilled accurately and on schedule.

Analytics & Reporting

- Monitor website, email, and social media performance.
- Prepare periodic reports summarizing communications activity, audience engagement, campaign results, and trends.
- Use available analytics to recommend improvements to communications strategies and content.

Technology & AI Tools

• Effectively use emerging technology and AI assisted tools to support drafting, editing, research, content development, brainstorming, and workflow efficiency.

• Review and verify AI generated content for accuracy, appropriate tone, confidentiality, and alignment with client expectations before publication.

• Stay current on evolving communications platforms, social media practices, digital marketing tools, and technology relevant to association communications.

Required Skills

- Excellent writing, editing, proofreading, grammar, and verbal communication skills.
- Strong organizational and project management abilities.
- Ability to manage a high volume of projects for multiple clients while meeting competing deadlines.
- Strong attention to detail and commitment to accuracy.
- Ability to work independently while collaborating effectively with staff, clients, volunteer leaders, and vendors.
- Professional judgment and ability to appropriately handle client information and communications.
- Experience with website content management and electronic communications.
- Experience managing organizational social media accounts.
- Ability to develop professional digital and print communications from concept through completion.

Technology Skills

Candidates should have experience with or the ability to quickly learn:

- Canva
- Hootsuite or comparable social media management platforms
- WordPress and other website content management systems
- Email marketing and marketing automation platforms
- Association management systems and member databases
- Microsoft 365, including Word, Excel, PowerPoint, Outlook, and Teams
- Adobe Acrobat
- Adobe Creative Cloud applications such as Photoshop, InDesign, and Illustrator preferred, but advanced proficiency is not required
- Facebook, LinkedIn, Instagram, X, and emerging social media platforms
- Website, email, and social media analytics tools
- AI assisted productivity and communications tools

Preferred Qualifications

- Experience working with nonprofit organizations, professional societies, trade associations, or an association management company.
- Experience supporting multiple organizations, brands, or clients simultaneously.
- Experience with conference and event communications.
- Familiarity with membership marketing, sponsorship, advertising, and member engagement.
- Basic understanding of digital accessibility, SEO, and communications best practices.

Compensation & Benefits

Salary range: $65,000 to $75,000 annually, depending on experience and qualifications.

Attractive benefits package offered.

Qualified candidates should submit a resume and any requested application materials. No phone calls please.