

## **Digital Communications Fellow**

### **Part-time**

#### **Overview**

For more than 45 years, the Greater Washington Community Foundation has been a champion of thriving communities and a catalyst for community change made possible through local philanthropic engagement, effective community investment, and civic leadership. We work with donors and partners to make a real difference every day in our communities by aligning resources and leveraging shared interests to amplify impact. As the region's largest local funder, we have invested more than \$1.2 billion to build more equitable, just and enriching communities where all residents can live, work and thrive.

#### **Overview of the Position**

The Digital Communications Fellow is a paid, part-time position (up to 20 hours per week), reporting to the Senior Director for Marketing and Communications. He/she is responsible for developing and providing support to execute a coordinated digital media strategy. The position assists the marketing team in achieving their goals to raise awareness and attract new donors. Principal duties include:

- Working with the Senior Director to develop a social media strategy to improve engagement and outreach
- Conducting research to find articles, stories, and other content related to the foundation's strategic focus areas and grant portfolios to post on our social media platforms
- Updating the foundation's social media accounts with fresh content to invite conversation and interaction
- Monitoring activity on social media sites, including Twitter, Facebook, and LinkedIn, and preparing appropriate responses
- Identifying and coordinating with guest bloggers on weekly posts
- Supporting foundation events onsite and online (live tweeting, capturing photos, blogging)
- Monitoring various analytics tools to report on trends and inform adjustments to strategy or tactics
- Coordinating and developing content for the foundation's monthly newsletter

#### **Qualifications**

- At least one year of work experience, or equivalent internship experience, involving digital media marketing
- Undergraduate and/or graduate degree in marketing, communications, advertising, PR or other relevant discipline preferred
- Exceptional writing, editing, and oral communication skills
- Self-motivated, highly organized, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Ability to work in a high-pace environment
- Ability to work collaboratively across teams
- Creative and strategic thinker willing to challenge the status quo

- Proficiency with social media channels, analytics tools, and mass email providers preferred, but not required

This position is not eligible for company benefits plan. This is a part-time position with compensation of \$15 per hour up to 20 hours per week from September – December.

Please forward a cover letter with salary requirements and your resume to:  
[marketing@thecommunityfoundation.org](mailto:marketing@thecommunityfoundation.org)

*The Greater Washington Community Foundation is an equal opportunity employer and we value diversity in our staff.*