Austin Community Foundation mobilizes ideas and resources to strengthen Central Texas. We envision a vibrant and equitable community where everyone can contribute and find opportunity. ACF is committed to closing the opportunity gap in Central Texas through targeted investments in housing affordability and economic mobility.

As a trusted local partner, ACF stewards approximately $445 million in assets in more than 1,300 charitable funds. Since its creation in 1977, the Foundation has granted more than $515 million to nonprofits across Central Texas and beyond.

Austin Community Foundation offers a hybrid work environment. As a place-based organization, we expect our employees to reside locally and be available for in-office meetings and tasks. Employees work with their supervisors to draft their hybrid work plan.

**Job summary**

The Digital Marketing Coordinator works with the Communications team to develop and implement marketing strategies that support the Foundation’s goals and objectives. The Digital Marketing Coordinator plays a primary role in developing and measuring multi-channel marketing campaigns in order to drive traffic and increase engagement.

The ideal candidate will be a good communicator with solid analytical capabilities, tracking and reporting KPIs and analytics to the Communications team.

**Essential duties and responsibilities include the following. Other duties may be assigned.**

This role works with the Marketing and Design Specialist to oversee the Foundation’s social media profiles and website and regularly analyzes and reports on campaign and digital platform performance. They stay current on digital marketing and analytics trends and emerging innovations, advising Communications staff on whether and how to apply them to the Foundation’s work.

**Primary responsibilities:**

**Digital Marketing**

- Collaborate with the team to create and implement marketing campaigns that support the Foundation’s programs and initiatives.
• Become a pro in ACF’s brand voice in order to write short- or long-form content as needed. Create content with specific goals to drive traffic and/or nurture leads.
• Increase the reach and marketing potential of emails to subscribers through database management, segmentation, list growth, and multi-email campaigns.
• Use the Foundation’s database (Community Suite) to create and manage contact lists for emails. Make updates to contacts and lists in the database as needed.
• Bring expertise to optimize digital ad strategies (e.g. Google, Meta, and LinkedIn) and collaborate with external consultants when applicable.
• Work with the Creative Content Specialist to manage the Foundation’s website and increase reach, including serving as the communication team’s expert in SEO, user experience for engagement and lead generation, and recommending new strategies.
• Work with the Foundation’s website contractor to coordinate regular maintenance and updates. Assist with maintaining domains, SSL certificates, and other website needs.
• Conduct research to stay current on digital marketing trends, best practices, and new technologies.

Analysis & Evaluation
• Develop and implement marketing analytics solutions for the Foundation through new and/or existing tools and resources including, but not limited, to Google Analytics, Sprout Social, and Constant Contact.
• Analyze key performance metrics and apply lessons learned to future efforts. Lead team meetings to share findings and make recommendations. Occasionally, create presentations to report findings to senior leadership.
• Regularly evaluate the performance of marketing and social media campaigns and identify opportunities for refinement. Test and measure the effectiveness of new tactics using A/B testing and other methods.
• Oversee and coordinate campaign tracking capabilities such as UTM, vanity URLs and QRC generation to enable campaign performance tracking.
• Lead efforts to gain qualitative and quantitative feedback from donors, grant partners, and other stakeholders in order to improve communication strategies.

This job description is intended to be general, is expected to evolve over time, and will be reviewed periodically and updated as needed.

Job requirements and qualifications

Experience
• 1-3 years’ full time, paid work experience in marketing for digital communications.

Training requirements (licenses, programs or certificates)
None required

Other knowledge, skills and abilities
• Strong writing skills, including a demonstrated ability to write quickly, clearly, and accurately.
• Experience with marketing email platforms and social media management. Knowledge of Sprout Social and Constant Contact a plus.
• Experience with WordPress (or other website management systems) and Google Analytics. Knowledge of current best practices for search engine optimization and user experience.
• Proven success using organic and paid digital tools to reach and engage with new and existing audiences. Experience with Google, Facebook, and/or LinkedIn Ad Managers a strong plus.
• Experience with contact list building and segmentation a plus.
• Written and spoken Spanish a plus.
• Excellent attention to detail; ability to produce work that is accurate and free from error.
• Comfortable managing competing priorities and meeting designated deadlines.
• Ability to work independently and collaboratively with team members and outside vendors.
• Ability to thrive in a lean, fast-moving environment where adapting to change is necessary.
• Know when to ask for help and how to problem-solve independently.
• Authentic participation in diversity, equity and inclusion education and training; commitment to diversity, equity and inclusion and to the organization’s ongoing work to eliminate the opportunity gap in Central Texas.

Work environment and other information
• Work in clean, pleasant, comfortable office setting.
• Minimal travel required.
• Attendance required at occasional after-hours or evening events.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Salary: Approximately $52,000 per year.

Workplace benefits:
Collaborative team environment
Opportunity to make Central Texas a better place for everyone
Paid time off
ACF covers 100% of employee health, dental and vision plans, basic life and AD&D insurance, and short/long term disability insurance
401(K) with employer match
Basic life insurance and AD&D

To apply for this position, please submit your resume and cover letter to Kim McCrary at apply@austincf.org. No phone calls, please. The position will remain open until filled.

Austin Community Foundation is committed to equal-employment principles, and we recognize the value of committed employees who feel they are being treated in an equitable and professional manner. We strive to find ways to attract, develop, and retain the talent needed to meet business objectives, and to recruit and employ highly qualified individuals representing the diverse communities in which we live.