**Digital Communications Manager**

**Position Type:** Part-time, contract, approx. 10 hours/week

**Reports To:** Director of Community Engagement

**Summary:** Canopy NWA seeks to contract with an individual or firm to manage their digital communications across multiple platforms. This includes: creating content for their social media accounts in collaboration with Canopy staff, keeping their website up-to-date, drafting email marketing campaigns and responding to public online inquires as needed.

**Duties:** Contractor will perform the following functions:

* Conduct an assessment of Canopy NWA’s current digital communications strengths, weaknesses and opportunities for growth.
* Work with Director of Community Engagement to develop a digital communications strategy that addresses Canopy’s needs in the areas of fundraising, advocacy, community education and marketing.
* Create high-quality content that fulfills the objectives of Canopy’s communications strategy across multiple digital platforms including Instagram, Facebook and Canopy’s blog. Content should include videos, photos and writing.
* Design and implement email and social media marketing campaigns in collaboration with Canopy’s development and fundraising team.
* Regularly update Canopy’s website to ensure it remains accurate, compelling, and up-to-date.

**Qualifications and Experience:** Contractor must be able to demonstrate competence and experience with:

* Developing an engaged and growing audience across multiple digital communications platforms, including Facebook, Instagram, Mailchimp and others.
* Shooting and editing photos using both smartphones and SLR cameras
* Shooting and editing simple short videos using both smartphones and SLR cameras
* Writing compelling and grammatically correct copy
* Web design (familiarity with Squarespace is a plus)
* Basic principles of graphic and visual design

**Preferred qualifications:** Preference will be given to contractors who:

* Are already familiar with the basics of the US refugee resettlement program and Canopy NWA’s role as a resettlement agency
* Have experience working in cross-cultural contexts

**Application Requirements**

To apply, please submit the following materials to lauren.snodgrass@canopynwa.org:

* A resume (or, if applying on behalf of a firm, a brochure or other document outlining your firm’s qualifications and areas of expertise)
* A cover letter
* A portfolio of relevant work and/or a links to relevant work
* Three sample social media posts modeled after our existing social media content. Posts should be drafted in a word document and should include both photos or videos and text. Applicant may use existing Canopy NWA photos or videos or stock content that mimics the visual effect the applicant would like to convey.