

New England Times

We are looking for a motivated and experienced Digital Content and Marketing Coordinator to join our team!

Digital Content and Marketing Coordinator

You will be responsible for creating graphics and other content for our social platforms, website and emails, including ads, banners, and simple videos. You will manage both social and web content scheduling in conjunction with our editorial team, SEO, and reporting on both our platform's performance and monthly view and click reports for our advertisers.

You will also take a lead role in our promotions activity to engage and increase our readership, and help build the presence of New England Times. This includes managing our sales promotions like Best in the New England and Small Business Month, and developing collateral for the sales team.

This role is a work from home remote position, hours are negotiable and flexible.

Duties and responsibilities

Content

- Create graphics, including social media and advertising graphics, in a quick turnaround/tight deadline situation using Canva or Adobe Express
- Lead the day-to-day management of social media content and moderation
- Create and send our daily and weekly email newsletters
- Assist in website content management as required
- Assist with the management of photography and imagery as required

Promotions

- Take lead on sales promotions such as Best in the New England and Small Business Month
- Develop and implement a promotional calendar and strategy with senior executives
- Provide post event reports on the results of promotional activity

Other

- Provide regular reports on website traffic, social media engagement and other key indicators
- Keep excellent records on activities, client approvals and the like
- Other general duties and tasks from time to time

Requirements and qualifications

- Appropriate qualifications or training in graphic design, marketing or similar
- Experience in a similar role or demonstrated capacity, especially in graphic design
- Superb verbal and written communication skills
- Strong social media management skills
- Strong graphic design skills, experience with Canva, Adobe Express, or both preferred
- Strong multitasking and organisational skills, including managing deadlines and competing tasks
- Ability to work independently

Last update: 18/10/2024