



Digital Marketing/Social Media Specialist

December 2017

Seeking a Digital Marketing/Social Media Specialist

VegFund is recruiting for an experienced digital marketing specialist, with deep social media expertise, to develop and support the organization's worldwide communications to a growing number of vegan advocates and prospective advocates and supporters. New grant-management and client engagement platforms and a new website coming online in early 2018 will enhance the organization's ability to solicit, serve, and communicate to its target audiences more efficiently and effectively and with greater reach.

VegFund's Grant Programs

VegFund offers grant programs to assist vegan advocates in conveying information to the public about the societal and environmental benefits of compassionate vegan living. Operating as a grant-making nonprofit organization since 2009, VegFund has funded the public outreach efforts of thousands of grantees in more than 40 countries.

Historically, VegFund's grantees have been motivated primarily by concerns for animal rights. Increasingly, grantees are applying for support for advocacy activities relating to the human and environmental benefits of plant-based diets. Some advocates are addressing the links between vegan living, food access/food justice, and social inclusion. Volunteer activists, industry professionals, nonprofit organizations, and community groups represent the types of advocates supported by VegFund.

Digital Marketing and Social Media at VegFund

In 2018, VegFund will help establish a strategic, proactive, and targeted schedule of outreach communications, in coordination with a director of communications, bearing several objectives in mind. VegFund wishes to increase its number of grantees, provide support to and motivate the current grantee base, bring together virtual communities of advocates, raise awareness of VegFund's resources available to vegan advocates, and elevate the profile of VegFund as a leader in vegan outreach.

VegFund seeks a talented and strategic digital marketing and social media specialist who can reach audiences of varying profiles and engage them using best practices and all relevant communication tools and channels in the digital and social media realm.

Responsibilities

Work collaboratively with the VegFund Communications team, the Executive Director, and the Grants Management team to manage VegFund's efforts to create and distribute content and marketing messages through digital/social media channels to educate, inform, and motivate our existing and prospective audiences and help grow VegFund's grantee pool and donor base.

- Oversee day-to-day management, engagement, and growth of all VegFund digital marketing channels. Ensure quality of content on all digital platforms.
- Set a strategy to drive consistent, relevant traffic from all digital and social network touch points.
- Expand VegFund's digital and social media presence employing the use of various tools, channels, ad programs, and online campaigns.
- Create and share content appropriate for audience segments based on knowledge acquired through grantee reporting, surveys, and analytics to promote the VegFund brand and engage new and existing audiences.
- Manage goal-setting and performance based on website, social media, and online advertising campaigns.
- Stay up-to-date with the latest trends and changes in SEO/SEM, email marketing, and other forms of digital/social media marketing to determine potential new channels and strategies to keep VegFund's outreach current.
- Recommend and implement updates and enhancements to content and platforms to improve user experience, increase traffic, and heighten visitor engagement.
- Develop and execute a social media calendar as it pertains to departmental goals, campaigns, advocacy efforts, and current events and programs.
- Listen to and engage in relevant social and industry discussions related to VegFund's mission to keep content current and relevant for new and emerging audiences.
- Collaborate with Communications team to maintain a consistent tone and message across all communications.
- Assist the VegFund team with online demographic research and surveys structuring reports from findings and developing strategies for new online initiatives and campaigns.
- Provide guidance on graphic design for campaigns, collateral material development, and templates.
- Oversee the digital marketing and social media work of a communications assistant.
- Assist with departmental archiving, file management, and special projects.

Qualifications

- Five or more years of digital and social media administration and management.
- Demonstrated understanding of the fundamentals of mission-driven online marketing and social media management to build and maintain audience engagement.
- Experience with content development and performance management for all major social media channels.
- Experience using a client relationship management (CRM) tool; proficiency in Microsoft Office (Word, Excel, PowerPoint).

- Excellent written and verbal communications skills.
- Experience with timely and accurate digital marketing/analytics reporting.
- Collaborative and team-oriented, demonstrating initiative, attention to detail, and follow-through.
- Conceptual grounding in the moral and practical arguments for the promotion of animal rights, the adoption of plant-based diets for human well-being, and the relationship of vegan living to environmental protection and planetary health.
- Highly-developed interpersonal skills with presence and poise to represent the organization to multiple constituents.
- Strong personal initiative, problem-solving abilities, and strategic and creative thinking,
- Preference for working with smaller organizations and in a virtual setting.
- A degree or certificate in marketing communications, communications, or digital marketing.

Interested applicants should send their resume and a cover letter by January 31, 2017, to VegFund at resumes@vegfund.org.