



Position: Digital Marketing & Communications Associate
Location: Remote
Reports to: Director of Marketing

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About SBP

SBP, a leading social impact organization focused on disaster resilience and recovery, **solves the challenges facing at-risk communities** and scales impact with a proven model that brings the rigor of business and innovation to reduce risk, create resilient communities and streamline recovery. By taking this holistic approach, SBP shrinks the time between disaster and recovery in three connected ways—prepare, shape and build:

1. SBP **prepares** individuals, communities and organizations to mitigate risk and speed recovery.
2. SBP **shapes** federal policy and system change and state and local disaster recovery programs to be more efficient and effective.
3. SBP **builds** resilient communities efficiently and effectively and shares our proven model and approach with others.

Position Summary

SBP is seeking a Digital Marketing & Communications Associate to aid in national marketing awareness efforts through digital and social media channels to promote the brand's mission to shrink the time between disaster and recovery.

As a Digital Marketing & Communications Associate with SBP, you will gain hands-on experience researching marketing trends, best practices, and aiding in digital and social campaign generation and optimization, creating social content, and building collateral materials to support various departments across the organization.

Responsibilities

Digital Marketing

- Support Marketing & Communications team through execution of digital and social strategy
- Assist with email campaigns within Salesforce automation system Pardot
- Assist with social media account and community management
- Assist with Search Engine Optimization (SEO) through digital advertising efforts
- Produce website and social media content; including social media posts, blog and resource content creation
- Assist with audit and cleanup of backlinks for the SBP website through SEMRush
- Complete other administrative tasks as needed

Graphic Design & Social Media

- Create and design digital and print materials for internal and external marketing efforts in line with company-wide strategic goals
- Adhere to brand guidelines and complete design projects according to assigned deadlines

- Collaborate with the Communications & Development departments to bring new ideas + execute innovative designs that aid in donor development
- Must be open to creative feedback and adapt designs to the vision of stakeholders
- Advertisements for Webinars, one-pagers, etc.
- Social Media Management
 - Planning & scheduling social media content across all platforms
 - Engagement and community building across all platforms
 - Leveraging trending conversations and organization relevant articles through social sharing

Qualifications

- Social media managements experience on various platforms, including:
 - Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube
- Social Media Content Management experience (Sprout Social)
- Meta Business Manager experience
- Google Analytics/Google Ads experience
- SEO knowledge and experience developing keywords
- Strong written and verbal skills
- Graphic design experience (Canva, Photoshop, InDesign, Lightroom, etc)
- Video content creation experience is a big plus!
- Must be fully vaccinated against COVID-19 to CDC guidelines and able to provide vaccination documentation
- Pass a criminal history check to include sex offender registry, State and FBI

Salary range: \$45,000 – \$55,000

SBP is building a diverse and experienced staff. The organization encourages multiple perspectives and experiences, supports a multicultural environment, and strives to hire and retain a diverse workforce that reflects the populations we work with and the communities where we work. Our hiring and business practices appreciate the strengths offered through different backgrounds.

SBP is an equal opportunity, affirmative action employer and is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.

It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.