



Position: Digital Media Coordinator
Organization: SBP
Reports to: National Marketing Manager

About SBP

SBP is an award-winning, innovative nonprofit organization that shrinks the time between disaster and recovery. A leader in volunteer-driven, post-disaster rebuilding; SBP educates, advocates and improves the disaster recovery sector so that we can collectively achieve more for communities. With a growing team of 85+ staff and 240 AmeriCorps members, SBP has rebuilt more than 2,000 homes across 13 states and in the Bahamas, and shared best practices with many more.

SBP's vision is to embrace constant improvement, community-wide collaboration, and clear benchmarks to reduce human suffering caused by the tolls of delay in recovery. By pairing resilience training with recovery operations, we strive to reduce the need for our rebuilding services over time by increasing preparedness among vulnerable communities.

SBP encourages individuals that are hungry for change and eager to innovate to join our team so that we can change the future of disaster recovery together.

Position Summary

SBP's Digital Media Coordinator (DMC) is primarily responsible for increasing engagement through social media and identifying, creating and curating content for the website, blog, and thought leadership forums. The DMC will leverage SBP's theory of change to create meaningful, relevant conversations across all platforms to help drive forward the organization's goals. The DMC understands the unique nature and potential of the major platforms and has a successful track record of planning and executing across them. The DMC is curious and is compelled to find the right story to create the right content on the right channel at the right time. The DMC is an advocate for the brand and can engage SBP's varied audiences as a means to create brand ambassadors. This position requires extensive interaction with all levels of SBP staff and constituents.

Responsibilities

- Procure content from SBP operations, organize, plan and post on all SBP social media channels consistently
- Schedule and lead twice-a-month content planning meetings
- Achieve organic followership and engagement in accordance with goals
- Build network of influential followers on LinkedIn and Twitter in order to establish SBP and its executive team as thought leaders in the disaster recovery industry
- Create engaging, aspirational and actionable content to build SBP's brand and awareness of impact
- Create social media content calendar
- Write copy and edit photos for social media and emails
- Support graphic design requests for digital and print projects as needed
- Create an organized content storage system
- Provide monthly website review to ensure site is always up-to-date and accurately reflects current messages; make suggestions for additional content, organization and layout as opportunities are identified by user flow.
- Monitor and respond to inquiries received from digital platforms providing excellent customer service
- Compile weekly and monthly analytics of social media performance and adjust accordingly
- Build fundraising campaigns to engage social media and newsletter audiences under guidance by development team

Performance Expectations

- Able to juggle multiple, competing priorities.
- Exceptionally self-motivated and curious.
- High level of personal accountability.
- Align work performance with SBP's core values.

- Top-notch written communication and interpersonal skills.
- Detail-oriented with strong troubleshooting, analytical and problem-solving abilities
- Working knowledge of all facets of social media management.
- Superior work ethic and high energy level.
- Desire and ability to work, grow and learn in a startup environment.
- Plan and meet deadlines.
- Maintain a flexible work schedule to meet the demands of executive management.
- Demonstrate initiative and work as a team player.
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector.
- Demonstrate commitment to continued professional growth and development.

Qualifications

- Bachelor's degree in advertising, communications, marketing, public relations or related field
- 3 years of social media marketing experience, with proven successes in social media campaigns and paid social
- Experienced in digital advertising platforms (i.e., Facebook, Twitter, AdWords, etc.)
- Experienced in graphic design (i.e., Lightroom, PhotoShop, InDesign, Illustrator,)
- Knowledge of SEO and email marketing helpful

[TO APPLY, PLEASE CLICK HERE.](#)

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.