



Job Title: Digital Media & Marketing Coordinator

Classification: Part-Time, Non-exempt*

Supervisor: Executive Director

General Summary and Objectives

The Digital Media & Marketing Coordinator is responsible for advancing Alight's client-focused mission through strategic digital communication, content development, and collaborative community engagement. This role focuses on creating and managing digital media, maintaining Alight's website and social platforms, and promoting client services, educational resources, and outreach initiatives through online channels, in addition to attending community events and supporting education presentations. The Digital Media & Marketing Coordinator works closely with the Community Outreach and Client Services leaders to effectively engage current and prospective clients.

Duties and Responsibilities

- 1. Community Awareness and Engagement**
 - a. Develop and implement digital marketing strategies to increase awareness of client services.
 - b. Promote Alight's services, programs, and educational offering through digital platforms, including social media and website.
 - c. Support community outreach efforts by amplifying events, initiatives, and partnerships through online channels.
 - d. Engage potential clients through digital platforms and guide them toward appropriate services and resources.
- 2. Digital Education and Content Development**
 - a. In cooperation with the Client Services Coordinator, translate educational initiatives and awareness campaigns into digital formats.
 - b. Develop digital educational resources, including graphics, videos, blog posts, and downloadable materials aligned with Alight's mission.
 - c. Support school and community-based education efforts by assisting with the preparation of presentation materials and digital resources.
- 3. Digital Media, Marketing, and Public Relations**
 - a. Create, manage, and distribute client service focused digital promotional materials, including social media content, website updates, and blog posts.
 - b. Maintain and regularly update Alight's website to ensure consistent messaging.
 - c. Attend community events, outreach activities, and school educational presentations to support outreach efforts, capture content, and assist as needed.
 - d. Monitor digital campaigns, social media engagement, and website performance, and recommend improvements based on audience response and data analysis.
- 4. Record Keeping and Reporting**
 - a. Track digital outreach activities, engagement metrics, and campaign outcomes.
 - b. Prepare reports to assess the effectiveness of digital marketing efforts to inform outreach and communication strategies.

5. Additional Responsibilities

- a. Collaborate with the Executive Director and client services leaders to develop, implement, evaluate, and update client programs.
- b. Actively participate in Alight meetings and contribute to strategic planning initiatives from a community outreach perspective, including communicating financial status and needs.
- c. Performs special projects or tasks assigned by the Executive Director.

Supervision/Direction

Receives periodic supervision in the form of general parameters and a periodic review of progress. Makes non-routine decisions involving the analysis of situations based on parameters established and past related experience. Plans and organizes work to meet deadlines and community outreach needs.

Qualifications

1. Bachelor's Degree or equivalent job-related experience, preferably in digital marketing, communications, media, graphic design, or a related field desired but not necessary for the qualified candidate. At least two years of experience in a similar role or ministry desired but not necessary.
2. Strong organizational skills with the ability to manage multiple projects, schedules, deadlines.
3. Exceptional written and visual communication skills with the ability to convey messages clearly, compassionately, and professionally across digital platforms.
4. Familiarity with digital communication strategies, online engagement, and best practices for reaching diverse audiences.
5. Proficiency in social media management, content creation, website maintenance, and basic digital analytics tools.
6. Flexible scheduling to include occasional evenings or weekends, to support outreach initiatives, campaigns, and time-sensitive communications.
7. Self-starter with good judgment, creativity, and integrity.
8. Willingness and ability to serve clients and other Alight constituencies (staff, vendors, etc.) in a way that honors Jesus Christ and supports and promotes Alight's life-affirming ministry.
9. Demonstrates strong servant leadership by supporting and promoting harmony and a ministry of restoration and reconciliation while collaborating effectively and compassionately with staff and volunteers.
10. Willingness and ability to demonstrate commitment to Alight's mission and vision and the faithful execution of position responsibilities.

The above describes the general nature of the job and is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions. Job descriptions are subject to change as the center's needs evolve.

I have received a copy of this job description. I understand, affirm, and subscribe to the requirements, responsibilities, and duties of this job.

Employee _____ Date _____

Title _____