

Job Description – Digital Engagement Specialist

Title: Digital Engagement Specialist

Location: Salt Lake City

Reports to: Communications Director

Status, Salary & Benefits: Full-time, Non-Exempt. Salary & Benefits information below.

Submission Deadline: Friday, October 20, 2023

The Southern Utah Wilderness Alliance (SUWA), Utah’s largest conservation organization, has an immediate opening for a Digital Engagement Specialist based in its Salt Lake City office. Interested applicants should send a cover letter, resume, and three references to Grant Stevens, Communications Director, at hiring@suwa.org. The deadline to submit your application is Friday, **October 20, 2023**. Please include your name and the words “Digital Engagement Specialist” in the subject line.

DESCRIPTION

The Digital Engagement Specialist will lead the implementation of SUWA’s efforts to build a more robust, engaging, and cohesive digital presence for the organization. A member of the Communications Team, they work across the organization and use their skills to both support programmatic work (protecting the redrock wilderness) and administrative operations (membership/development, communications, etc.). The Specialist should be a motivated communications professional with experience in digital advertising and advocacy, social media, and content creation as well as a desire to stay on top of ever-changing online engagement opportunities.

SUWA’s Communications Team is collaborative and values creative problem-solving; we are proactive and plan ahead when possible, but remain nimble so we can seize new opportunities as they arise. The Digital Engagement Specialist will help new members and supporters find SUWA online and keep them engaged, informed, and motivated to take action. This role is a great opportunity to learn and grow with other communications professionals while making an impact at an effective and successful non-profit. The ideal candidate will have a background in, or at least a strong interest in, conservation and/or environmental issues.

DUTIES & RESPONSIBILITIES

Below is a rough breakdown of the Digital Engagement Specialist’s duties. Depending on the employee’s previous experience and skills, organizational needs, etc. these percentages may be adjusted.

- 50% Social Media & Digital Advertising
 - Develop and curate engaging content for all social media and digital advertising accounts; develop and utilize an editorial calendar specifically for social media.
 - Interact with users and respond to social media messages, inquiries, and comments.
 - Create and utilize social listening practices to better understand the digital landscape of SUWA’s issues, online advocates, and overall brand reputation.
 - Assist with the creation and lead execution of a digital advertising strategy that drives advocacy actions on various campaigns, new memberships, and completed donations. This will include setting up and managing ongoing digital advertising campaigns (ad budgets, A/B testing ad creative, creation of audiences, optimizing for conversions, etc.)

- Review analytics and create reports on key digital metrics; help advance our social media and digital strategy by bringing new knowledge and thinking to existing platforms; help establish baselines and goals for all platforms.
- 30% Digital Platforms & Advocacy Tools
 - Serve as the Communications Team lead on existing online action tools (such as Phone2Action, Patagonia ActionWorks and broadcast SMS) and explore new tools/platforms.
 - Ensures data from existing digital platforms is syncing and users are having a consistent experience across platforms.
 - Support the Communications Manager with ongoing website maintenance (general content, fundraising forms, online store, etc.) and the editing, formatting, and sending of digital alerts, e-newsletters, and fundraising emails (as needed).
 - Support the Communications Manager with the administration of the online database (generation of contact lists, email list maintenance, segmentation, etc.) and identify opportunities for new or deeper digital engagement.
- 10% Content Development
 - Produce various forms of media as needed across written, audio, photo, and video mediums (may include the *Wild Utah* podcast)
 - Collaborate with the Organizing and DC teams to build up and maintain our digital activist community; analyze and make recommendations to improve these teams' use of the SUWA digital engagement tools.
- 10% Administration/Other

TRAINING & QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skills, and/or ability required for the role -- the ideal candidate will have all or some of these qualifications. If you don't have all of them, apply anyway and tell us about your skills and experience. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 2-10 years of relevant experience, or any combination of education, experience, and training which provides the desired knowledge, skills, and abilities.
- Commitment to wilderness preservation and SUWA's mission.
- Demonstrated knowledge of social media and proficiency with major social media platforms.
- Proven communication, presentation, and interpersonal skills.
- Proven experience with CMS and CRM platforms.
- Proven graphic design skills and/or familiarity with Adobe Products (InDesign, Photoshop, Express, etc.), Canva, or other programs.
- Professional experience developing, managing, and optimizing targeted advertising campaigns on Facebook, Google Ad Network, and/or other online advertising platforms.
- Professional experience with Google Analytics/Tag Manager, including setup, optimization and analysis of Goals, Ecommerce, Funnels, and UTM source codes.
- Computer literacy, including MS Office products: Word, Excel, Outlook, PowerPoint.
- Exceptional time-management, planning, and administrative skills.
- High level of diplomacy, sound judgment, and discretion when dealing with members, potential members, and other staff.

- High degree of energy, self-motivation, and flexibility.
- Strong work ethic with a professional, positive attitude.
- Ability to perform multiple tasks effectively with a focus on timeliness and responsiveness.

LOCATION, SALARY, & BENEFITS:

Location: SUWA's Salt Lake City office. We work a hybrid schedule with at least 3 days per week in the office.

Salary: Salary range for this position is \$50,500 – \$63,000, depending on years of experience. We also provide an annual \$2,500 retention bonus for completion of a full calendar year and a 403b contribution of 3.5% of salary.

Benefits:

- 15 days of paid vacation time (with increases yearly with tenure up to 20 days)
- 12 paid sick days annually
- 14 paid holidays, including a year-end office closure
- Employer-paid medical, vision, and dental benefits
- 2-month paid sabbatical every 5 years
- Flexible work days, depending on position
- Parental, bereavement, jury duty, and other leave
- Cell phone subsidy and travel reimbursements
- Access to outdoor gear pro deals