

Job Title: Digital Strategy Manager at American Forests

Department: Communications

Reports to: Vice President of Marketing and Communications

FLSA Status: Exempt

Updated: September 24, 2019

DIGITAL STRATEGY MANAGER

Job Summary

The Digital Strategy Manager will lead in creating and implementing strategies for using American Forests' social media channels and websites, as well as email broadcasts and digital ads, to achieve the organization's programmatic and fundraising goals. The manager will bring to the organization strategic and technical expertise that, when combined with existing in-house content expertise, will ensure the organization is consistently delivering digital content that drives awareness, engages stakeholders, influences action and supports revenue goals. The manager will be part of the Marketing and Communications Team, working closely with that team as well as the program and fundraising teams. The position will be based in Washington, DC and report to the Vice President of Marketing and Communications.

About American Forests

American Forests inspires and advances the conservation of forests, which are essential to mitigating climate change. We do this by protecting and restoring threatened forest ecosystems, promoting and expanding urban forests, and increasing understanding of the importance of reforestation. Founded in 1875, American Forests is the oldest national nonprofit conservation organization in the country and has served as a catalyst for many key milestones in the conservation movement, including the founding of the U.S. Forest Service, the national forest system and thousands of forest ecosystem restoration projects and public education efforts.

Responsibilities

- Create and implement data-driven strategies for the organization's social media channels, primary website (americanforests.org) and secondary website (vibrantcitieslab.com)
- Contribute to the development of data-driven strategies for the organization's partner websites (forestclimateworkinggroup.org and usclimatealliance.org) and help implement those strategies
- Identify and assess new digital tools and technologies that could be used by the organization and test the use of relevant tools/technologies
- Create a digital style guide and digital best practices manual for the organization
- Define, track, analyze, and report on metrics and analytics to understand reach
- Optimize organization's marketing efforts through testing and user insight
- Administer Google AdWord campaigns
- Upload all content and, as needed, assist Marketing and Communications Team in creating and editing content
- Oversee SEM/SEO contractors
- Conduct content audits, content gap analyses and other content strategy discovery deliverables
- Maintain a digital editorial schedule

Requirements

- Bachelor's degree related to communications or marketing
- 3+ years of experience in creating and implementing digital strategies
- Experience working at a nonprofit conservation organization is a plus
- Experience managing websites and social media channels, as well as helping to design websites
- Experience producing and managing paid social and digital media advertising
- Experience in project management, developing marketing strategies and measuring results
- Experience in managing consultants
- Ability to clearly articulate innovative and compelling digital strategies
- Ability to work independently and collaboratively
- Proficiency with Wordpress, HTML, Hootsuite, Adobe Creative Suite and Microsoft Office Suite
- Ability to work independently and collaboratively
- Ability to manage multiple projects simultaneously

- Excellent written and verbal communications skills
- Strong creative thinker and proactive problem solver

American Forests is an equal opportunity employer.

Working Conditions

The majority of work is performed in a general office environment, with occasional opportunities to travel. American Forests is located in downtown Washington, D.C., within walking distance of Metro stations on all lines, multiple bus lines, and Capital Bikeshare.

To Apply

Please submit a cover letter, resume and links to two digital campaigns/projects to jobs@americanforests.org

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