



BACKGROUND

Since its founding in 1877, The Fresh Air Fund has provided life-changing summer experiences for children from New York City's underserved communities.

Each year, thousands of children experience outdoor summer adventures through visits with volunteer host families and at The Fund's sleepaway camps in upstate, NY. Fresh Air children also participate in academic enrichment and leadership programs throughout the school year.

We believe that investing in a child's journey through life provides an opportunity for young people to learn, grow, and thrive in our city and beyond. The magic of a Fresh Air summer, full of new experiences and new friends, is simple yet transformative.

The Fresh Air Fund is currently recruiting a Digital Communications Coordinator.

RESPONSIBILITIES

Reporting to the Director of Communications, the Digital Communications Coordinator will:

- Create digital copy and content for blog posts and social media platforms
- Conduct interviews to create original compelling digital content
- Develop and maintain digital content calendar
- Conduct trainings and coordinate with stakeholders across the organization to develop digital content
- Coordinate blog content and strategy with Development Department and Direct Marketing Firm
- Develop new creative approaches to increase brand awareness
- Manage The Fresh Air Fund's social media assets, including Instagram, Facebook, Twitter, LinkedIn and YouTube.
- Develop and implement strategy to drive engagement, increase followers, generate brand awareness, reach targeted audiences and support organizational initiatives and priorities
- Report on metrics and monitor analytics for social media and website
- Participate in professional development opportunities to stay current on trends and best practices
- Assist with the development of digital marketing materials
- Assist with training and managing interns
- Administrative and project support including implementing website updates with WordPress, and supporting video projects, department initiatives and additional responsibilities as assigned.

REQUIREMENTS/QUALIFICATIONS

- A Bachelor's degree and one-three years of relevant work experience
- Experience writing for digital platforms, and knowledge of best practices for digital engagement, audience development and analyzing SEO trends and analytics
- Excellent writing and editing skills
- Comfortable and productive in a fast-paced environment
- Detail oriented, efficient and enthusiastic
- Demonstrated ability to work independently and collaboratively, to take initiative and follow direction, to creatively problem-solve, prioritize and manage multiple projects concurrently
- A commitment to The Fresh Air Fund's mission. Experience in a youth development setting is a plus
- Experience with Microsoft Office, Word Press, Adobe Creative Suite
- Experience with photography, video editing and/or graphic design is a plus

HOW TO APPLY

To be considered, please submit a cover letter and resume to Julie Silverman, Director of Communications, jsilverman@freshair.org

The Fresh Air Fund is proud to be an equal opportunity employer, committed to inclusive hiring, and dedicated to diversity in its work and on its staff. We strongly encourage candidates of all identities, experiences, orientations and communities to apply.