



POSITION AVAILABLE

Digital Engagement Strategist

The Digital Engagement Specialist is responsible for the management, development, and implementation of various digital strategies for our membership programs with the goal of establishing better member relationships, which will ultimately lead to better member retention.

Responsibilities include but are not limited to:

- Develop and produce digital communications and other marketing materials to engage and cultivate existing members, and attract new members.
- Develop new and creative digital campaigns based on industry best practices, designed to engage and inform current and prospective members. Curate all content, create graphics, design and layout based on industry best practices.
- Serve as the main point of contact internally for all constituent-related digital communications.
- Work across departments throughout organization to curate timely and engaging content that reflects WQED's body of work in the community.
- Create fundraising-focused messaging for all social media platforms. Work with marketing team and others as necessary to disseminate fundraising messaging across platforms.
- Oversee implementation of fundraising content throughout our website and ensure messaging remains current and accurate.
- Utilize Google Analytics and other data sources to determine optimum messaging placement within our site.
- Provide regular reports to evaluate campaign performance and measure effectiveness.
- Track and analyze data to identify trends and make recommendations to improve the effectiveness of the overall program.
- Review and approve e-solicitation copy and design elements to ensure messaging is consistent and branded appropriately.
- Support all activities related to the maintenance and growth of WQED's Sustainer program including the creation and management of special Sustainer communications.
- Ensure content remains current, relevant and consistent with WQED quality standards and brand.
- Support event planning and execution of member events accordingly.
- Take an active role in supporting On-Air fundraising activities and ad hoc membership campaigns as necessary.
- Follow public media trends and identify new and creative ways to engage current and prospective members including but not limited to community events.
- Oversee basic member benefit fulfillment and support programs that add value to membership.
- Oversee management and maintenance of all constituent email data, including segmented lists, within email platform and ensure highest standard of data hygiene is met.
- Support efforts to build member profiles and increase the overall percentage of email addresses on file.
- Work with team members to identify, investigate, and resolve account irregularities within database.

Required education and skills:

- Bachelor's Degree required.
- 3-5 years of experience required.
- Excellent written, verbal, and visual communication skills
- Must have experience with Adobe Creative Suite, especially InDesign and Photoshop

- **Graphic design experience or an eye for communicating visually a plus**
- **Strong balance of creative and analytical skills**
- **Strong project management skills and ability to work with staff across departments**
- **Possess a strategic approach to problems solving; able to anticipate potential issues**
- **Experience copywriting and editing and managing content**
- **Technical aptitude to be able to quickly learn new technologies**
- **Experience creating metrics to measure communication effectiveness, reach and engagement**
- **Database experience a plus;**

Candidates should send a resume and cover letter with salary requirements to careers@wqed.org. No Phone Calls Please.

*WQED is an Equal Opportunity Employer
with leadership and a culture that supports diversity and inclusion*