



Digital Marketing Coordinator **Job Description**

About AJLI:

Founded in 1901 by New Yorker and social activism pioneer Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women, developed as civic leaders, making a demonstrable impact on their communities. In 1921 the Leagues joined forces as an association, which is today known as The Association of Junior Leagues International, Inc., in order to bolster their power and amplify their voice through shared knowledge and common causes.

True to their Mission, today's League Members work at the forefront of social reform, tackling the toughest and most critical issues of the day—including childhood nutrition and obesity, human trafficking, foster care, juvenile justice, teen self-esteem, cybercrimes, literacy and the environment, among others—for the purpose of enhancing the social, cultural and political fabric of civil society.

As a result of this work, The Junior League—and the more than 112,000 women in over 298 communities in the United States, United Kingdom, Canada, Mexico, Kenya, and France who comprise its ranks—has amassed an archive of tangible results and a reputation as thoughtful and influential change agents dedicated to the public good.

Today AJLI is a charitable nonprofit organization that provides continuity and support, guidance, and leadership development opportunities to its Member Leagues. Through regional, national and international meetings, comprehensive resources, customized consultations, and League and Member benefits, it supports its Member Leagues in the fulfillment of The Junior League's Mission. AJLI is governed by a Board of Directors, which is accountable to the Leagues and comprised of women who are Members of the Junior Leagues in their communities. The Association's staff, under the leadership of the CEO, provides services to Leagues that support the established goals.

Position Summary:

The Association of Junior Leagues International, AJLI, is seeking a creative and dynamic Digital Marketing Coordinator to join our team. This role is essential in driving our social media strategy, creating compelling content, and providing support across the marketing department. The ideal candidate will be a strategic thinker with a flair for creativity, capable of managing multiple projects and collaborating with various teams to achieve our marketing goals. You should be comfortable working both independently and within a team. This position reports to the VP of Marketing and Communications and is on the Marketing and Communications team.

Key Responsibilities:

- **Social Media Strategy:**

- Develop and implement comprehensive social media strategies to enhance brand awareness and engagement.
- Manage and oversee social media content for The Association in addition to the Leagues, ensuring alignment with the company's brand identity and objectives.
- Monitor multiple social media channels and respond to inquiries and comments in a timely and professional manner.
- Manage and monitor multiple internal Facebook groups
- Analyze social media metrics and adjust strategies to improve performance and reach.
- **Content Creation:**
 - Create engaging and original content for various platforms, including social media, blogs, email campaigns, etc.
 - Collaborate with the design team to produce visually appealing graphics, videos, and other multimedia content.
 - Write and edit copy for marketing materials, ensuring a consistent tone and voice.
- **Departmental Support:**
 - Assist with the planning and execution of marketing campaigns and events.
 - Support the marketing team with administrative tasks and project management.
 - Coordinate with other departments to gather information and materials needed for marketing initiatives.
 - Stay updated with the latest industry trends and incorporate best practices into marketing strategies.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in social media strategy and content creation.
- Excellent written and verbal communication skills.
- Proficiency in social media platforms, analytics tools, and content management systems.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Creative thinking and problem-solving abilities.
- Familiarity with graphic design and video editing software is a plus.
- Ability to work collaboratively in a team environment.
- Strong knowledge base of Wordpress
- Working knowledge of Adobe Creative Suite, including Illustrator, Photoshop, and AfterEffects
- A portfolio showcasing projects and indicating your specific role in them
- Advanced proficiency with Microsoft Office Products (Word, Excel, PowerPoint)

Employee Requirements:

- Commitment to safety and security standards
- Adherence to attendance and employee handbook policies
- Support for workplace diversity and inclusion initiatives
- Collaboration and teamwork to achieve AJLI's mission goals

Work Environment:

THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

Mailing Address: PO Box 5501 Old Bridge, NJ 08857

www.ajli.org 212.951.8300 / 800.955.3248

This role is fully remote.

Position Type/Expected Hours of Work:

This is a full-time, exempt position. The days and hours of work are Monday through Friday, 9-5 pm. Occasional evening and weekend work may be required as job duties demand.

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