



Digital Media 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:

As the Digital Media Coordinator, you will be a vital part of our Marketing team, taking on various roles, including web design, video production, tech support, and graphic design. You'll work collaboratively with cross-functional teams to develop and implement solutions that align with our organizational initiatives. This position will work in tangent with the Digital Media/ Data Specialist. This position reports to the VP of Marketing and Communications and is on the Marketing and Communications team.

The ideal candidate possesses an innate understanding of user behavior, design aesthetics, and working knowledge in SEO and Google Analytics. You should be comfortable working both independently and within a team. In this role, you'll primarily focus on WordPress development, designing attractive and functional websites, and ensuring they meet clients' needs.

Responsibilities:

- Develop WordPress-based websites for Leagues while maintaining brand consistency
- Ensure all materials adhere to brand standards
- Contribute to discussions on design, user experience, and execution
- Manage, track, and update the company database and analytics

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- Collaborate with clients to discuss website design and functionality
- Handle both front-end and back-end website development, including database and server integration
- Generate WordPress themes and plugins
- Conduct website performance tests and troubleshoot content issues
- Provide WordPress training to League Members
- Answer support questions
- Monitor the live website's performance
- Enhance SEO and Google Analytics
- To perform other duties as assigned

Qualifications:

- Minimum of 3 years of experience in web or graphic design
- Proficiency in HTML, CSS, and WordPress
- Strong knowledge base of SEO and Google Analytics
- Strong command of Adobe Creative Suite, including Illustrator, Photoshop, and AfterEffects
- In-depth knowledge of design principles, typography, and layout
- Proven track record of managing multiple projects simultaneously
- A portfolio showcasing projects and indicating your specific role in them
- Excellent written and verbal communication skills
- Strong analytical, organizational, and communication abilities
- 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:

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.

Professional EEOC Commitment:

AJLI is an equal employment opportunity employer.

Application Procedure:

To apply, please submit your current resume, cover letter, and portfolio outlining your relevant experience, interest, and qualifications to nbergman@ajli.org.

Join us in our mission to create meaningful community impact and empower women's leadership through volunteer action. Your career journey at AJLI awaits!

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