



Digital Marketing Chair Position Description

Objective: to manage BL²END's website and support the organization's digital content. Ensure layout/positioning/navigation of the content is up to date and consistent with organization's brand and mission across all mediums.

Responsibilities

- WordPress expert
- Develop and maintain website copy and visual assets
- Update organizational social media presence (e.g. Twitter, Facebook, LinkedIn, YouTube, etc.)
- Participate in the development and integration of graphical and multimedia components into the website, including audio and video.
- Review statistics and monitor analytics website and social media outlets
- Assess competing websites as regards to content, look and feel, and functionality, and make improvement recommendations to our organization's site.

Requirements

- Technical skills and experience in website development and maintenance; expert level experience in WordPress
- Experience with copy writing, illustrator, mailchimp, Eventbrite, blog post
- Reliable access to the Internet
- Promote BL²END within your personal and professional networks
- Independent self-starter
- Value teamwork and collaboration within a grassroots, volunteer organization
- Commit to a two-year term
- 15-20 hours per month
- Bonus (not required); photography and videography skills

Benefits

- Play a key role in shaping the culture in Grand Rapids as it relates to diversity
- Gain experience in building and working with volunteers
- Build and improve personal brand
- Opportunity to network with diverse community leaders
- Recognition as leader of one of Grand Rapids' premiere organizations for diversity