

Position Description

Digital Media Marketing & Communications Manager

Objective:

To implement strategic digital marketing and communication practices in order to assist the organization in its efforts to (1) increase education around Parkinson's disease, (2) raise awareness and support for PAC's programs and services, (3) inform the public about ways to engage with the organization, and (4) build a strong community presence.

Responsibilities

- Manage social media platforms (i.e. YouTube, LinkedIn, Twitter, Facebook & Instagram)
- Develop marketing content for each social media platform (i.e. Research, Program Information & Updates, Upcoming Initiatives & Events, Ways to Support)
- Strategically expand organizational network by engaging with community partners, event participants, supporters, & donors via social media platforms
- Support social media engagement efforts by recognizing new followers, responding to follower comments, acknowledging post shares, etc.
- Track social media engagement by monitoring & recording Follows, Likes, Shares, & Comments
- Assist with content development for monthly program newsletter, quarterly volunteer engagement newsletter, & quarterly organizational performance newsletter
- Track newsletter engagement by recording volume of opens, click throughs, & unsubscribes
- Research local initiatives & events, and incorporate findings in monthly program newsletter
- Develop marketing & communication strategies to broaden PAC's reach within the community and to increase community engagement

Time Commitment:

5-10 hours per week

Application Process:

To be considered for this position, please visit www.parkinsonassociation.org, and complete the Volunteer Application online. You will need to upload your resume through the application portal. Once your application has been received, a PAC team member will reach out to you via telephone or email to schedule a preliminary screening call. If it is decided that the position is a good fit for the candidate, then an in-person or virtual interview will be arranged.

For more information about this position and/or PAC's internship and volunteer program, please contact our Associate Director Lauren Tankersly via telephone at 980-245-2786 or via email at LTankersly@parkinsonassociation.org.