



National Charity League, Inc.

JOB DESCRIPTION

JOB TITLE: Digital Marketing and Design Coordinator

REPORTS TO: Brand Marketing Manager

STATUS: Full-time, Hybrid- Plano, TX

FLSA: Hourly/Non-Exempt

JOB PURPOSE: The Digital Marketing and Design Coordinator is responsible for creating engaging visual content that supports and enhances the organization's brand across multiple digital platforms. This role involves designing digital assets for social media, email communications, websites, and various campaigns, events, and promotions.

In addition to content creation, the coordinator will assist in developing and implementing social media strategies, including posting, monitoring, and reporting on the performance of digital marketing and social media initiatives. The coordinator will collaborate on creative projects such as video production, infographics, and visual storytelling, while also contributing to content planning and publishing.

EDUCATION AND EXPERIENCE QUALIFICATIONS:

- Bachelor's degree in Marketing, Graphic Design, Communications, or related field.
- 1+ years of experience in digital marketing and graphic design (or related role).
- Professional experience in nonprofit role preferred
- Expertise in Salesforce; proficiency with technology desired
- Driver's License required

An equivalent combination of education and experience may be considered if applicable and must be directly related to the functions and body of knowledge required to successfully perform the job.

JOB KNOWLEDGE SKILLS, AND ABILITIES:

- Proficiency in design software (Adobe Creative Suite: Photoshop, Illustrator, InDesign).
- Experience with email marketing platforms (e.g., Mailchimp, Constant Contact).
- Understanding of social media platforms and their analytics.
- Excellent verbal and written communication skills.
- Ability to work in a fast-paced, deadline-driven environment.
- Attention to details and deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Design and produce digital assets, including graphics, videos, and infographics, for social media, websites, email campaigns, and other platforms.
- Create visuals for campaigns, events, promotions, and organizational initiatives, ensuring all content is on-brand, visually appealing, and optimized for various platforms.
- Assist in developing and executing social media and digital marketing strategies across multiple platforms.
- Plan, create, schedule, and post content for social media to enhance brand visibility and engagement.
- Manage social media accounts, track and report on performance using analytics tools (e.g., Google Analytics, Facebook Ads Manager), and provide insights to optimize strategies.
- Assist with email marketing campaigns, including content creation, design, scheduling, and performance tracking.
- Collaborate with the marketing team on campaign plans, content calendars, and brainstorming sessions to ensure alignment with organizational goals.
- Work closely with the marketing team to align creative projects with the organization’s brand vision.
- Manage and prioritize multiple projects, ensuring timely delivery of digital content that meets branding and messaging standards.
- Track, report, and analyze the performance of digital marketing initiatives and campaigns.
- Stay up-to-date with industry trends and best practices in design, digital marketing, and social media.

PHYSICAL REQUIREMENTS:

The physical requirements described below represent those required to perform the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities.

Bending	Crouching	Kneeling	Standing
Carrying	Feeling	Lifting	✓ Talking
Climbing	✓ Hearing	Pushing/Pulling	✓ Visual Acuity
Crawling	✓ Keyboard Use	✓ Sitting	✓ Walking
Other: <i>This position is in an office setting and is mostly sedentary.</i>			

TRAVEL REQUIREMENTS:

This role is not expected to required travel. In some circumstances, minimal travel may be requested.

Please note: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice consistent with business needs and applicable law.