



Digital Content Manager

[Education Forward Arizona](#) is a statewide education advocacy organization dedicated to championing education as the key driver to improving Arizona's economy and quality of life. Education Forward Arizona serves as the leading voice for promoting the state's Achieve60AZ education attainment goal and a shared action plan to move the goals of the [Arizona Education Progress Meter](#) forward.

The organization's work also includes mobilizing people and communities to advocate for policies and funding to improve educational outcomes across the Pre-K to postsecondary continuum, as well as providing scholarships and programs that improve postsecondary attainment for Arizona's diverse student population. Learn more at EducationForwardArizona.org.

Position Summary: The **Digital Content Manager** will play a lead role in planning and managing the organization's digital media, website, and social media in the form of content and strategy development. This position will work with the Senior Director of Marketing and report to the Senior Vice President of Marketing, Communications, and Strategic Initiatives. The person in this role will plan and execute digital marketing, branding, and communications efforts for Education Forward Arizona. This position is responsible for a broad range of digital communications, marketing, and social media strategies to create a new narrative and position Education Forward Arizona as the state's trusted source of effective education messaging. This role is designed for a high-energy, self-starter who is passionate about storytelling, content creation, and social media.

Job Responsibilities:

- Develop multimedia communication strategies to help advance the organization's overall mission and statewide strategic goals.
- Assist in communications, including advertising, website updates, digital marketing, and social media.
- Write, edit, and create on-brand content for internal and external communications, including newsletters, blog posts, opinion pieces, social media posts, and website content.
- Contribute to developing creative social media content and strategies representing the mission.
- Create digital and print materials to support fundraising, advocacy, partner outreach, and other coalition and campaign building.
- Understand and operate within the organizational brand, guidelines, and brand elements.
- Assist with facilitation of media training and message creation to ensure all team members are on-brand while communicating the organization's key messages.
- Manage website strategy and updates, and create content for targeted partner engagement, stakeholder management, and external audiences.
- Use CRM (Constant Contact and/or other databases) for email distribution of digital communication and newsletters to external audiences.
- Define, track, and report on short- and long-term success metrics for the organization's marketing and communications outreach. Create weekly social media, web, and media analytic reports.
- Develop creative designs for programs and events within the organization, including graduation ceremonies, e-newsletters, informational flyers, social media images, etc.
- Coordinate with external vendors and partners as needed.
- Collaborate across all areas of the organization to create timely content.
- Work with the Arizona College Access Network (AzCAN) to send out their monthly newsletter.
- Serve as an in-house reporter to tell exciting stories about the organization and to use in media pitches.
- Take photos and create short videos, as needed.
- Other duties as assigned.



Required Skills and Competencies:

- Bachelor's degree in journalism, communications, or a related field.
- 3-5 years of proven experience in marketing, communications, or a related field.
- Excellent digital marketing strategies and copywriting skills in various media, with the ability to create engaging multimedia content for multiple audiences, including on different social media channels.
- Ability to determine goals, project scope, and timelines.
- Strong knowledge of the basic principles of the creative process, graphic design, or experience in graphic design, including Canva and other graphic design programs.
- Ability to work both independently and collaboratively.
- Strong interpersonal and organizational skills.
- Ability to manage multiple projects simultaneously with great attention to detail in a deadline-driven environment to ensure the team delivers high-quality projects on time.
- Proficiency in Microsoft Office (PowerPoint, Word, Excel, Outlook); with knowledge and experience of Salesforce or other CRM applications; and content management platforms.
- Knowledge and experience with web-based communications platforms, including WordPress, Adobe creative cloud, and graphic design applications such as Canva, InDesign, etc.
- Experience developing compelling and creative content – both written and visual – for social media.
- An excellent writer with strong editing skills and the ability to communicate effectively with diverse stakeholders.
- Experienced in strategic communication planning, content development, and creative design.
- Detail oriented with the ability to manage multiple projects simultaneously.
- Able to work independently, as well as collaboratively, within a team.
- Trustworthy, responsible, and ethical.
- Passionate about improving educational outcomes in Arizona.
- Able to work with a diverse range of stakeholders and audiences.
- Able to strategically plan and implement communications strategies.
- Able to thrive in a fast-paced environment.

Salary: \$47,000 to \$52,000. Commensurate with experience

Job Status: Full-time, exempt, salaried position with benefits package.

Job Location: Phoenix, Arizona. US Work Authorization Required.

To Apply: Send your resume and cover letter to media@educationforwardarizona.org.

No phone calls.

The statements in this description represent typical elements, criteria and general work performed. This is not an exhaustive list of all responsibilities, duties, and skills for this job. College Success Arizona is an equal opportunity, affirmative action employer. It is a strongly held value of the organization that opportunity is not limited by gender, race, class, sexual orientation, disability, or age. All candidates will be evaluated on a merit basis.

All employees at Education Forward Arizona are required to be fully vaccinated for COVID-19 as a condition of employment. Education Forward Arizona complies with all obligations to provide reasonable accommodations in accordance with all applicable laws.