Digital Communications Manager

Reports To: Director of Marketing / Communications and Digital Giving
Classification: FT
FLSA Status: Exempt
Effective Date: August 2022

About Cultural Vistas
Cultural Vistas is a nonprofit exchange organization promoting global understanding and collaboration among individuals and institutions. Cultural Vistas was officially incorporated as a nonprofit in 1963, and since then has grown into the leading exchange organization of its kind—with a focus on providing a professional experience—now helping more than 6,000 students, professionals, and emerging world leaders to make the world a better, more peaceful, and collaborative place each year.

Vision
A world of curious, culturally competent, and engaged global citizens.

Mission
Cultural Vistas is an experienced and trusted partner for immersion into the international community. We enable individuals and institutions to increase their global skills.

Commitment to Intercultural Competence, Diversity, Equity, and Inclusion
Cultural Vistas believes that our people should reflect the diversity of the global communities we serve. We promote the values of continuous learning, perspective-taking, resilience, empathy, agility, and comfort with ambiguity/complexity. We believe that perspectives which have historically been excluded should be highlighted and intentionally integrated into our programs. We embrace difference and diversity of culture, identity, language, experience, and thought, and actively prioritize inclusion, aiming to foster an authentic sense of belonging and a positive, supportive environment.

Position Summary:
The Digital Communications Manager is an experienced communications professional highly skilled in sourcing, publishing, and analyzing digital content—especially engaging social content—for a nonprofit. He/She/They will be comfortable with content management systems requiring basic HTML skills, digital asset management systems, and basic photo and video editing tools—and experienced in telling stories, growing and measuring quality engagement and impact, and managing editorial calendars.

This role is the first of its kind at the organization, and is being hired at a time of generativity in organizational marketing, communications, alumni relations and fundraising. As such, it requires an individual with strong content management skills and confidence in creating strategy. Most important to the organization is to hire a leader: someone with exceptional capacity for creativity/ideation, self-directed work balanced with a partnership mentality, and comfort with decision-making.

Working within the External Relations Team, this position will focus on the development and deployment of social media and digital marketing and fundraising initiatives, online engagement campaigns and outreach to raise public awareness of Cultural Vistas initiatives and programs.

Reporting to the Director of Communications, Marketing, & Digital Giving, the Digital Communications Manager is responsible for all aspects of the organization’s social media, from content ideation, strategy, and creation to execution.
Essential Duties and Responsibilities:

- Create content and execute strategy across Cultural Vistas’ digital and social channels that reaches targeted audiences and grows sustained engagement through compelling, creative tactics.
- Design and implement creative, data-driven marketing strategies for each channel, producing daily digital and social media content, creating and maintaining editorial calendars, and coordinating digital and social content needs across the organization.
- Create, compose, and publish in a timely fashion compelling written, visual and multimedia content for social media and digital platforms with viral potential.
- Translate data into action plans that elevate audience engagement and advance fundraising and revenue growth goals.
- Assist in the creation of communications tools and communications trainings for internal and external stakeholders.
- In conjunction with the External Relations team, assist in developing efficient and sustainable business rules and workflow processes.
- Manage relevant external vendors.
- Complete all organizational administrative responsibilities in a timely manner and meet all organizational administrative deadlines.
- Other duties as assigned.

Skills and Abilities Required:

- Up to 6 years of full-time digital communications experience with a preference for previous social media and e-mail marketing experience in a nonprofit, government entity, or political campaign
- In-depth knowledge of digital and social media platforms and their respective functions, algorithms, and user types to design successful social media campaigns across channels
- Strong inter-cultural communication skills
- Proven analytical, strategic, and creative marketing skills
- Proven ability to consistently make sound judgements and effectively collaborate with team members
- Strong English writing and editing skills – a detail-oriented proofreader
- Strong planning and project management skills, with ability to juggle multiple projects simultaneously and ability to consistently meet deadlines
- Robust knowledge of social media best practices and current trends
- Self-starter with a solutions-oriented mindset
- Broad understanding and interest in foreign and domestic policy issues driving today’s world and news
- Strong leadership skills, proactive and collaborative with the ability to serve as an effective role-model; be persuasive and influential; and build trust among internal and external stakeholders
- Web-savvy with a knack for creating compelling stories and content
- Understanding and commitment to evaluation and data-driven decision making
- Understanding of program management, project implementation and working within a budget
- Honest, direct and transparent communication regardless of the message and ability to effectively handle ambiguity by creating focus and direction for oneself
- Commitment to professionalism and high level of concern for providing exceptional customer service
- Interest in and commitment to the mission of Cultural Vistas

Computer Equipment and Software Experience:

REQUIRED
Digital native – ability to quickly learn new systems and tools
Advanced Graphic Design Skills using Canva and/or Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
Must be proficient in Microsoft Suite products.
Practical experience utilizing CRM, CMS, and email marketing software such as MailChimp required.
Basic HTML or other coding skills
Experience using WordPress or another website content management system
Experience with or exposure to video production, editing, and equipment preferred.

NOT REQUIRED, BUT BONUS
Google Analytics & AdGrants, SEO pro
Public relations and media outreach experience
Experience with JIRA or another project management tool
Experience in Salesforce
Photography
### Education and Experience Required:

**Education:** Bachelor’s degree required in any of the following preferred fields - business, English, creative writing, graphic design, marketing, international relations or related degree.

**Years of Experience:** 3+ years of marketing communications / digital communications experience.

### Physical Demands of Position:

- Domestic and international travel may be required.
- Work on weekends, holidays, and evenings may be required.

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A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are minimum levels of knowledge, skills, and/or abilities.

This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.