

AN OPPORTUNITY TO JOIN A GREAT TEAM!

JOB TITLE	Senior Coordinator, Digital Content Producer
DEPARTMENT	Marketing
REPORTS TO	Director of Marketing

ABOUT USDAN

Usdan has been recognized as a Top Nonprofit Workplace in 2021, 2022, and 2023! Usdan opens a world for children to joyfully express their creativity and develop their artistic skills. Each summer, teachers and artists — actors, directors, playwrights, painters, sculptors, musicians, composers, dancers, poets, and novelists — come together to teach and collaborate with our campers, ages 5 to 18. Set on 140 acres of natural beauty in Wheatley Heights, Long Island, NY. Usdan is a safe, welcoming place within which campers have the freedom to build new friendships, explore nature, develop personal independence, and have fun, alongside their art making.

POSITION SUMMARY

The Senior Coordinator, Digital Marketing & Content Producer will assist in the creation and curation of engaging content for Usdan's digital channels including but not limited to social media, Usdan.org, YouTube, email, as well as for advertising campaigns and events. This position is responsible for identifying and producing stories that promote Usdan's mission and values with the goal of boosting Usdan's brand awareness. This role will:

- Develop a digital content strategy aligned with the organization's goals and target audience, in partnership with the Director of Marketing.
- Create and curate high-quality, engaging, and inspiring written, video, and audio content tailored for platforms such as Instagram, TikTok, Facebook, LinkedIn, YouTube, Usdan.org, Usdan's email newsletter, and others.
- Actively manage social media accounts with the goal of increasing followers and engagement metrics. This includes planning and maintaining an editorial calendar, scheduling posts, responding to comments and messages, monitoring engagement metrics, and identifying and advocating for opportunities to collaborate on content with Usdan affiliates and partners.
- Collaborate with internal teams to gather content, news, success stories, and updates to share on social media, usdan.org, and through email.
- Implement campaigns and initiatives across all digital channels to support fundraising, advocacy, and awareness efforts.
- Analyze the performance of Usdan's social media, website, email, and other digital platforms to assess the effectiveness of content and campaigns and make data-driven decisions.
- Stay informed about social media and digital content trends, best practices, and platform updates to optimize content strategy.
- Work closely with seasonal photographers and videographers, including scheduling, identifying what needs to be captured, storyboarding, etc, as needed.
- Other duties as assigned.

JOB REQUIREMENTS

This position requires a collaborative, creative, and analytical individual with the ability to understand the organization's needs.

- Two to three years of relevant experience.
 - Experience with multimedia storytelling using video and audio preferred.
 - Strong writing and editing skills ; ability to synthesize information and communicate it in an accessible, digestible manner.
 - Ability to think creatively and develop innovative content ideas that resonate with the target audience.
 - Proficiency in using various social media platforms and understanding how to optimize content for each channel.
 - Detail-oriented, organized, and able to manage multiple projects simultaneously.
 - Excellent verbal and written communication skills and ability to collaborate with a range of stakeholders from team members to external partners, students, and families
 - Familiarity with digital marketing concepts, SEO principles, content management systems, and email marketing preferred.
 - Possess enthusiasm for internet/media/technological trends and the contemporary zeitgeist.
 - Demonstrate an understanding of what makes a story engaging and a good sense of what is newsworthy.
 - Working knowledge of equipment such as DSLR camera, video, audio record, microphones preferred.
 - Experience using editing software (image, audio, video, etc) preferred.
 - Ability to analyze data, track performance metrics, and adjust content strategies based on insights.
 - Collaborative mindset and willingness to work with cross-functional teams to achieve content goals.
 - Ability to adapt to changing priorities, trends, and organizational needs in a dynamic environment.
- Flexibility to work outside regular business hours, when required.
- Bachelor's degree in journalism, communications, or a related field preferred.
 - Must complete New York State required trainings, including but not limited to a Sexual Harassment Prevention training and a Child Abuse and Neglect/Maltreatment Identification. Links to required trainings will be provided after hiring.
 - Have reliable transportation to Usdan's campus. Requests for accommodations are subject to approval by senior management.

HOURS & LOCATION

- September through May:
 - Monday-Friday hybrid 2-day in office / 3-day work from home schedule, with flexible 8 hour shift between the hours of 8am and 6pm.
 - There is a possibility of additional hours based on business needs.
 - o The hybrid work schedule is subject to change as business needs evolve. Usdan will endeavor to provide as much advance notice as possible.
- June through August: Monday-Friday in office 5 days per week. During the summer camp season, the day begins at 8am.
- Year round: Some evening and/or weekend work required.

COMPENSATION AND BENEFITS

- The salary range for this full-time position is \$57k – \$62k, dependent on experience.
- Usdan offers various benefit plans for employees and their families, including, but not limited to medical, dental, vision, retirement, and flexible spending.

PHYSICAL DEMANDS

Usdan is a 140-acre campus with facilities spread throughout - distances vary and are along uneven surfaces, up and down hills. Some facilities are elevated and require one to two stairs to enter. There will likely be many opportunities for this position to traverse the campus, especially during the summer season. Some staff walk an average of two miles per day. Other physical demands include the ability to work in a hot, humid environment; the ability to speak clearly and understand the speech of another person; and the ability to prioritize sounds and focus on one sound among many.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential physical functions of this position.

TO APPLY

- Please apply through our online application: <https://www.usdan.org/employment>
- PDF files are preferred attachments. No phone calls please.

Usdan Center for the Creative and Performing Arts a/k/a Usdan Summer Camp for the Arts is an equal opportunity employer and is committed to creating an inclusive environment for all employees. We welcome applicants from diverse backgrounds to apply their unique backgrounds, perspectives, skills and talents to foster an open, cooperative, and dynamic environment where employees and Usdan alike can thrive. All employment is decided on the basis of qualifications, merit, and business need.