



IDAHO FINANCIAL LITERACY COALITION

IFLC Media Experts Web & Social

(2 open positions reports to the Digital & Social Media Director & President)

You will be responsible for helping develop and executing comprehensive digital marketing strategies across various online platforms to raise awareness about the IFLC's mission to attract new members, engage community supporters, and ultimately drive fundraising efforts when needed, while aligning all digital communications with the IFLC's brand identity and values; this role will closely monitor campaign performance, analyze data, and make strategic adjustments to optimize reach and impact.

Key Responsibilities:

Strategic Planning:

- Help develop and implement a comprehensive digital marketing strategy aligned with the organization's overall goals and initiatives.
- Identify target audiences across various digital channels and create targeted campaigns to reach them effectively.
- Analyze market trends and financial literacy education landscape to inform strategy development.

Content Creation and Management:

- Contribute to the creation and distribution of high-quality content across various digital platforms including the website, social media, email newsletters, and blog posts.
- Develop engaging storytelling narratives that highlight the impact of the IFLC's programs and resonate with potential donors.
- Manage content calendars to ensure consistent and timely content delivery.

Website Management:

- Monitor and maintain the IFLC's website to ensure optimal user

experience, including design updates, functionality, and SEO optimization.

- Collaborate with the development team to implement website improvements and new features.

Social Media Marketing:

- Develop and execute social media strategies across relevant platforms (Facebook, YouTube, Instagram, LinkedIn) to build community engagement and foster donor relationships.
- Monitor social media conversations, respond to inquiries promptly, and manage online reputation.

Email Marketing Campaigns:

- Design and implement targeted email marketing campaigns to nurture leads, promote fundraising initiatives, and maintain donor engagement.
- Utilize email marketing automation tools to personalize communications and optimize open rates.

Paid Advertising:

- Manage paid advertising campaigns across platforms like Google Ads and social media to reach a wider audience and drive traffic to the website.
- Track campaign performance and optimize budgets for maximum ROI.

Analytics and Reporting:

- Regularly monitor and analyze digital marketing performance metrics (website traffic, social media engagement, conversion rates) to identify trends and make data-driven adjustments.
- Prepare comprehensive reports for the board and other stakeholders highlighting key insights and campaign results.

Required Skills and Qualifications:

- Strong understanding of digital marketing principles and best practices across various platforms
- Proven experience in managing successful digital marketing campaigns for non-profit (or for-profit) organizations
- Expertise in website analytics, SEO optimization, and paid advertising strategies

- Excellent writing, storytelling and communication skills to create compelling content
- Proficiency in CRM systems and marketing automation tools
- Ability to collaborate effectively with internal teams, coalition members, community partners and external vendors
- Passion for the IFLC mission and a commitment to using digital marketing to drive social impact
- Be able to commit 5-10 hours a week as needed for content generation, idea curation, metric evaluation and any other duties needed.
- We are a small non-profit, you will need to provide your own computer/laptop, a device to take pictures/video and any other equipment you may want to use to help storytell the IFLC's mission.

**These positions are all "volunteer" positions. No monetary compensation is given for work performed.*