



POSITION: Part-time Digital Content Coordinator

YWCA Richmond:

YWCA Richmond is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. We work to transform individual lives and our community by creating access to opportunities, strengthening resilience, and advancing equitable systems for lifelong success.

Position Scope and Responsibilities:

As part of the Advancement and Advocacy team, the part-time Digital Content Coordinator (up to 20 hours/week) will focus on building an intentional, mission-focused social media strategy that advances our mission of eliminating racism and empowering women. The purpose of this role is to increase engagement and awareness digitally of YWCA Richmond services and mission elements, including domestic and sexual violence, early childhood education, racial and gender equity, and women's leadership.

This role will have two core responsibilities: social media content and engagement (75%) and graphic design for newsletters, website, brochures, and reports (25%). The responsibilities will include:

- Create compelling, mission-focused social media graphic design, video, photography, and copy.
- Build social media tool kits for annual events and advocacy priorities to share with internal and external audiences.
- Design graphics that could be used across platforms (social media, website, email, and outreach materials) to enhance public awareness of YWCA Richmond's services and priorities.
- Monitor and respond to messages and comments in YWCA Richmond's social media channels.
- Work with Spanish translation services to translate social media posts and graphic designs.
- Work alongside YWCA Richmond team to develop and implement annual social media strategy.
- Lead and facilitate quarterly social media strategy meetings with YWCA Richmond team.
- Manage social media calendar.
- Track and report on social media performance.
- Design reports, brochures, event programs, posters, sponsorship packets, and newsletter graphics.
- Be informed, responsive, and contribute the development of communications as it relates to core topics of YWCA with an emphasis on our community voice.
- Support the drafting of website copy and updates, as needed.
- Actively participate in departmental and organizational activities that contribute to YWCA Richmond's mission and impact, as time permits.

Position Structure and Schedule:

This part-time role is up to 20 hours/week. This position reports directly to the Director of Equity and External Affairs and is an integral part of the Advancement and Advocacy team. Weekly meetings are held with the Director of Equity and External Affairs to discuss new ideas, opportunities, or challenges.

Flexible working hours are possible in coordination with the Advancement and Advocacy team.

Salary and Benefits:

- Part-time position, not eligible for benefits.

- Can work remotely or in person at YWCA Richmond's building at 6 North 5th Street.
- Additional compensation available for fluency in bilingual skills.
- Opportunity to become full time with benefits.

Required Qualifications, Skills, and Experience:

- Commitment to racial and gender equity and justice; knowledge of social and racial justice environment in Richmond and has expertise in uplifting the voices of BIPOC & LGBTQ+ voices.
- Combination of work experience, training, or Bachelor's Degree to successfully build and implement social media content strategy.
- 2-3 years experience with social media and online marketing tools, including experience in some of the following: writing for digital audiences, WordPress, Canva, Adobe Acrobat Suite, and social media content management social scheduling software.
- 2-3 years experience in producing social media content around an issue, campaign, or nonprofit to make the cause more visible and rally support.
- Proven ability to work alongside and collaboratively with community members, partners, colleagues, and vendors from a diverse range of backgrounds.
- Excellent verbal, written, and visual communication skills.
- Multi-lingual skills valued, Spanish proficiency desired.
- Pro-active communicator who leads with transparency, integrity, and compassion.
- Ability to work independently and as a part of a team.
- Strong time management and organizational skills with the ability to meet a variety of project deadlines.

YWCA Richmond is an equal opportunity employer and conducts all business activities, including hiring, promotion, and other employment decisions, without regard to the employee's or applicant's race, color, creed, religion/religious affiliation, ethnicity, ancestry, national origin, citizenship status, age, sex (to include sexual orientation, transgender status or gender identity), disability, pregnancy, maternity/paternity status, marital status or civil partnership, genetic information, military/veteran status, victims of domestic violence or crimes, or other legally protected class.

Staff demonstrates their understanding of the critical role volunteers play in helping YWCA achieve our mission by providing volunteers the resources and training needed to be successful, offering meaningful experiences, treating them with respect, and clearly communicating needs and impact of their contribution to the work of the organization.