



YEAR-ROUND, PART-TIME, HOURLY STAFF

MSP Film Society, Digital Content Coordinator

The MSP Film Society seeks a well-organized individual to work as the Digital Content Coordinator. This position plays a key support role in assisting with maintaining and expanding the Film Society's digital marketing efforts to connect to and grow audiences through various media platforms. The Digital Content Coordinator is supervised by and will work primarily alongside the Content Manager. This is a part-time position.

Duties and Responsibilities:

- Develop and deploy email marketing campaigns out of Constant Contact and Agile Ticketing Solutions platforms for both weekly marketing sends and project based sends.
- Perform daily upkeep of MSP Film Society's website including updating and editing copy and images, populating event information, developing new mobile responsive pages, or other site functions.
- Develop copy, artwork and creative assets that are on-brand and on-strategy.
- Participates and contributes to strategic planning conversations and brainstorming to develop new audience building strategies.
- Identify issues with accessibility and improving the user experience of our website and email marketing campaigns.
- Assist with campaign performance analysis and reporting.
- Assist with social media campaigns as needed.
- Marketing asset procurement for use in promotion of events.

Qualifications

- High school diploma with relevant work experience required, BA/BS degree preferred.
- Thorough understanding of HTML, CSS, and responsive design. Proficiency with JavaScript and PHP preferred.
- Experience using e-mail delivery tools (eg Constant Contact, MailChimp, etc.)
- Experience with WordPress or similar content management systems required.
- Experience with Google Analytics and UTM source tagging.
- Creative self-starter who is comfortable with both taking initiative and working in collaboration as part of a team.
- Strong written and verbal communication skills.
- Strong organizational skills, attention to detail, and ability to meet deadlines.
- Experience with Dropbox, Google Drive, Airtable or similar spreadsheet software, and Asana or similar task management software is a plus.
- Ability to multitask, meet deadlines and work with minimal supervision.
- Schedule flexibility is a must for evening events and screenings as they occur.