



WXPR Digital Media Coordinator

About the Role

WXPR Public Radio is seeking a creative and detail-oriented **Digital Media Coordinator** to help us connect with our community, grow our membership, and expand our online presence. This flexible, part-time role is ideal for someone skilled in both traditional marketing principles and modern digital strategies.

Key Responsibilities

- Develop and implement digital marketing campaigns across multiple channels (social media, email, website, and mobile app.)
- Manage SEO best practices to improve website visibility and audience reach.
- Coordinate, maintain, and design email campaigns and newsletter content to increase donor engagement.
- Update and maintain website content with a focus on user experience, including ad placement, fundraising messaging and resources, and election guides.
- Track, analyze, and report on digital metrics to guide strategy.
- Collaborate with internal staff and volunteers to ensure consistent messaging and branding.

Qualifications

- Experience with digital marketing tools and platforms (social media management tools, Letterhead, Google Analytics, Google Ads, Canva, Brightspot or a similar CMS).
- Strong knowledge of SEO principles, content creation, and email marketing.
- Excellent written and verbal communication skills.
- Creative thinker with an eye for design and storytelling.
- Ability to work independently and manage multiple projects.
- Interest in nonprofit, media, or community-focused organizations is a plus.

Position Details

- **Type:** Part-time 20 hours per week (flexible)
- **Location:** Hybrid- with occasional on-site opportunities at events
- **Compensation:** \$20/hr

How To Apply: Only applications that include BOTH a cover letter and resume will be considered. Please email WXPR CEO/General Manager Jessie Dick jessie@wxpr.org

WXPR is an Equal Opportunity Employer that affirmatively seeks to hire veterans and people with disabilities. All applicants will receive consideration for employment without regard to race, color, national origin, gender, gender identity, religion, sex, or age.