

POSITION DESCRIPTION

Title:	Digital Media Coordinator
Position:	Full-time, exempt
Team:	Philanthropic Partnerships and Influence
Location:	Remote, flexible within the United States, and open to outside the United States
Salary:	USD \$72,675
Reports to:	Editorial Manager

We are excited to launch a search for a Digital Media Coordinator to join the 5-person communications team. Initially reporting to the Director of Communications for one year due to the Editorial Manager's parental leave, the Coordinator will play a pivotal role in driving digital engagement and fostering fundraising and donor education opportunities to expand our online influence.

The successful candidate is a creative and passionate social media guru who loves following emergent trends in the digital landscape, has an understanding of, or commitment to, Thousand Currents [mission, vision, and values](#), and is a highly motivated team player familiar with cross-collaborative work.

We are looking for a detail-oriented Digital Media Coordinator who can actively manage our growing social media presence, translate nuanced work into simple and actionable language, and support the overall curiosity and efficacy of the communications team.

Essential Functions:

1. Social Media Management (40%)

- Devise a clear and comprehensive social media strategy aligned with the organization's 10-year strategic direction;
- Identify key target audiences for each platform and develop content output, posting schedule, and new opportunities;
- Collect story ideas from movement partners and philanthropic influencers via Thousand Currents staff and external sources;

- Manage social media calendar and program relevant editorial moments to ensure equitable coverage across all regions and program areas;
- Monitor accounts and respond to emerging conversations, hashtags, and other online moments can be leveraged;
- Maintain a clear and consistent brand voice across all social media channels; and
- As key member of the communications team, contribute to brainstorming, developing, and executing new ideas.

2. Campaign Content Creation (20%)

- Generate timely and impactful fundraising and donor education text, images, gifs and videos, that will meet designated goals;
- Identify opportunities to innovate and experiment with storytelling tactics and mediums;
- Closely monitor Thousand Currents movement partners' and other allied organizations' social media channels to inform campaign collateral;
- Collaborate with Global Programs, Fundraising, Donor Education, and Learning and Evaluation teams to produce accurate and appropriate messaging;
- Foster meaningful connections with Thousand Currents' global community through proactive engagement, interaction, and adaptation to changing circumstances;
- Recommend, oversee, and analyze new platform presence (Ex: TikTok, Threads, BlueSky, etc.) that would expand Thousand Currents' reach beyond its echochamber; and
- Support launch of new philanthropic initiative planned for Q3 as well as other new projects (Ex: 40th Anniversary of Thousand Currents) in the coming years.

3. Data Analysis and Reporting (15%)

- Monitor social media metrics to refine content production;
- Support audience segmentation needs on Mailchimp;
- Generate monthly reports detailing the insights, impact, and areas of improvement needed for better brand awareness and community engagement;
- Track performance of campaign collateral, including hashtags, urls, user engagement, conversions, etc.; and
- Continuously audit all social media platforms to maximize seamless user experience that connects dots from social to web to email.

4. Administrative Support (15%)

- Manage receipts, invoices, and expense reports for communications team;

- Oversee communications calendar and scheduling needs;
- Provide operational support by tracking projects and internal communications in Asana;
- Uphold communications drives and guidelines, creating additional support documentation as needed;
- Provide backup coverage for other team members; and
- Perform other related duties as assigned.

5. Participation in organization-wide learning, cross-program partnership, and administrative efficiency (10%)

Along with all other staff, this position contributes to Thousand Currents' culture of teamwork and continuous learning and does what it takes to ensure that Thousand Currents staff collaborate and support each other within and across programs and excel in an environment where every member takes care of their own basic administrative needs. This includes but is not limited to:

- Showing up fully for learning and planning activities, including staff meetings, retreats, trainings, planning, and strategy sessions;
- Pitching in when needed for organization-wide activities, such as the Thousand Currents Academy, annual events, fundraising drives, partner visits etc.;
- Supervising and project management of relevant volunteers and interns, and ensuring that they have a positive learning experience at Thousand Currents; and
- Managing your own regular administration, including timely submission of receipts, reimbursement requests, scheduling, travel planning, filing HR paperwork etc.

Note: Thousand Currents is committed to responding flexibly to changing circumstances and priorities which means that the expectations of every position are dynamic. This description reflects the assignment of essential functions, but does not proscribe or restrict the tasks that may be assigned

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent communication skills, particularly writing, editing, and synthesizing complex information;
- Deep proficiency in Hootsuite and Canva as well as native applications in Facebook, Instagram, LinkedIn, YouTube and X.
- Demonstrated commitment to Thousand Currents' [mission, vision, and values](#), with complex understanding of gender, racial, economic, environmental, and social justice;

- Proven strategic planning experience; outstanding critical thinking skills, and the flexibility to change course as needed;
- Creative thinker, curiosity to explore different ideas and mediums with an ability to create out-of-the-box digital media content and campaigns.
- Strong organizational skills who can flow with managing multiple projects under shifting conditions;
- Ability to work collaboratively, independently, proactively, creatively, and respectfully in a virtual team environment with multiple constituencies and audiences;
- Strong judgment and discretion in dealing with sensitive information;
- Ability to participate in team and staff meetings that may occur during early morning or later evening hours, depending on local time zone;
- Proficiency in written and spoken English is required and proficiency in additional language(s), in particular Spanish and/or Portuguese and/or French and/or Arabic, is an asset;
- Proficiency in, or willingness to learn Asna, Egnyte, Figma, Slack, Mailchimp Salesforce, and MS Office; and
- Graphic design and video editing experience is a plus.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field;
- Minimum of 3 years experience as social media programmer, with cutting-edge understanding of social media tools and tactics;
- Familiarity with movements and movement support organizations across the Global South working on food sovereignty, economic justice, and climate justice; and
- Experience in managing social media platforms for a nonprofit organization, social enterprise, or a similar mission-driven entity is a plus.

PHYSICAL REQUIREMENTS: The physical demands of this position are light with the expectation that the staff person can exert up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects. Light work usually requires walking or standing to a significant degree. Physical demands are in excess of those of sedentary work. The position requires frequent computer use at a workstation. As Thousand Currents staff work in a number of locations and come together for meetings on occasion, all staff must be able to travel by car and plane to meetings at locations nationally and internationally. Availability to travel and maintenance of a valid passport is required. National or international travel represents approximately 30% of the time for this position. Thousand Currents will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990. This job description and its physical requirements will be reviewed periodically as

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duties and responsibilities change with business necessity. Essential and marginal job functions are subject to modification.

EQUAL EMPLOYMENT OPPORTUNITY: Thousand Currents is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition including acquired immune deficiency syndrome (AIDS) and AIDS-related conditions.

SALARY: USD \$72,675

HOW TO APPLY: Please submit a cover letter that includes two social media accounts you admire (on any platform), resume, and three social media samples (links or screenshots) you created to jobs@thousandcurrents.org with “**Digital Media Coordinator**” in the subject line.

Position will remain open until filled.