



### SAN ANTONIO AREA FOUNDATION JOB DESCRIPTION

<b>DEPARTMENT</b> MarComm	<b>TITLE:</b> Multi-Media Specialist	<b>REPORTS TO:</b> Director of Communications and Storytelling
<b>DATE REVISED:</b> February 2021	<b>DATE EFFECTIVE:</b> February 2021	<b>EXEMPT or NON-EXEMPT</b> Non-exempt

#### THE AREA FOUNDATION

The San Antonio Area Foundation has served as the sole, designated community foundation for the San Antonio area for over half a century, growing to become one of the Top 20 foundations in the nation. The Area Foundation helps donors achieve their charitable goals for the betterment of the community, managing more than 500 charitable funds exceeding \$1 billion in assets. Coordinating efforts with numerous area nonprofits, the Area Foundation serves as a collaborative leader, connecting donors to address key community issues and investing in our future. Since 1964, over \$400 million for scholarships and grants have been awarded to enhance the quality of life in our region. Learn more at [saafdn.org](http://saafdn.org).

**Our core values are Excellence, Passion, Integrity, and Community.**

#### SUMMARY OF RESPONSIBILITIES

This position is responsible for ensuring alignment of web design and user experience requirements, optimizing web pages for maximum efficiency, and maintaining brand consistency across all web pages for multiple audiences. All webpages must effectively and correctly depict brand, messaging, look, feel and tone of the Area Foundation. Duties cover all aspects of maintaining and optimizing our web presence. This role will be responsible for writing and editing content, creating and updating pages, solving code problems, search engine optimization, and tracking of related metrics. Skill set should include strong organization skills, expertise in web development and interface design, and strong team-collaboration. This position will help take the San Antonio Area Foundation’s website to the next level—maintaining a strong visual brand and coherence across all program, service and landing pages and significantly increasing engagement with the Area Foundation’s stakeholders. The Multi-media Specialist is expected to provide expert knowledge related to the latest trends and best practices across digital platforms in addition to the compilation and reporting of metrics and measurements. In addition, this position will participate in the development, implementation, evaluation and improvement of marketing strategies and campaigns for internal and external audiences. The role will include design and content creation for marketing and storytelling purposes including print, video, digital and other formats to be determined.

#### COMPETENCIES/SKILLS

“The requirements listed below are representative of the knowledge, skill and/or ability required.”

- **Must adhere to Core Values**
- Demonstrated experience with content management systems and coding languages including WordPress and HTML
- Understanding of SEO principles
- Strong familiarity with search engine optimization, social media integration, responsive web design and website analytics
- Marketing management with a focus on strategic planning, audience development, and campaign implementation evaluation, and improvement

- Design skills for online and print materials with application of Adobe Creative suite, Canva or similar software
- Excellent interpersonal and communications skills, both oral and written
- Proficiency in Adobe Creative Cloud.
- Proficiency in social media management and industry best practices.
- Proficiency in conceptualizing, shooting, directing and editing high-quality videos (including knowledge of interviewing techniques, proper framing, lighting and color, etc.).
- Strong video editing skills using editing programs such as Adobe Premier Pro or Final Cut Pro.
- Strong customer service and the ability to work with people of all backgrounds and ethnicities
- Exceptional organizational and problem-solving skills, and attention to detail
- Creative, self-motivated, high-energy, sense of humor and eager to understand the role of the community foundation in relation to the community it serves
- Ability to work in a collaborative environment
- Ability to work with up-line management and senior leaders

## **QUALIFICATIONS**

- A bachelor's degree required and at least 2 years' experience in website management and digital marketing; social media, graphic design and video production; bilingual Spanish preferred.

## **TASKS/FUNCTIONS** (List all applicable tasks, responsibilities, and/or functions of this position)

### **Website Development and Maintenance**

- As part of a team, contribute to and implement a plan for an organizational website refresh to increase engagement with targeted stakeholders (donors, nonprofits, etc.)
- Plan, design and build new pages while coordinating with other departments on creation of new and engaging content.
- Develop and maintain web pages for all departments, programs and services. Arrange content in engaging manner and post using a content management system (CMS).
- Update content as requested by page owners, checking links, adding and deleting files, updating expiring pages, and resolving broken links; troubleshoot as needed.
- Write/edit clear and engaging headlines, descriptive sentences and photo captions, while adhering to website style guide.
- Perform regular quality assurance and proofreading checks to ensure website updates are posted properly and with accuracy, including correct language, grammar, spelling and style.
- Monitor and report web analytics data to measure results and improve website and user experience.
- Continuously evaluate and implement website compliance such as ADA and GDPR requirements, ensuring it meets industry standards.
- Participate and manage a complete [WordPress] website hosting migration, building a whole new website from scratch (over 500 webpages), creating/updating sitemap, installing plugins, integrating Facebook pixel and Google Analytics, implementing on-page and technical SEO, optimizing web pages for maximum speed and scalability, and making recommendations to improve user experience.

### **Digital Marketing and Advertising**

- Participate in the development and implementation of marketing plans and initiatives with a focus on client segmentation, engagement and reputational brand.

- Plan, execute and track search engine optimization (SEO) strategies designed to improve search engine rankings for the Area Foundation's website and online content.
- Integrate high-ranking keywords, backlinks from popular publishers, and website backend features that increase website loading speed and increase the amount of organic (free) traffic the website receives.
- Utilize analytic tools (SEMRush) for content marketing of blog posts, research reports, news releases and other long-form content that generate leads for donor development services, newsletter sign-ups and Thinkific courses.
- Analyze digital/social trends and competitive environment to gather and recommend insights that inform the foundation's marketing, communications and content strategies.
- Research and recommend online advertising strategies that amplify content; set up audiences and campaigns that maximize conversions and activations.
- Provide support for social media strategies for online audience growth and engagement; work with team to produce interactive web pieces and customer activations on a variety of topics and in concert with other social media campaigns and communication initiatives.
- Identify, share and teach new digital capabilities and emerging tools to team members.

### **Branding and Marketing Collateral**

- Design and create content independently and in partnership with internal departments and external design consultants (video, print, etc.) for a range of marketing, public relations and storytelling initiatives and media.
- Monitor uniform and consistent branding across all digital and printed communication pieces.
- Research and recommend for purchase marketing event items such as tabletops, signage, decorations, banners, etc.
- Research, purchase, organize and replenish swag items according to organization's brand; establish and maintain effective vendor/supplier relationships.
- Conduct research on relevant conferences, trade shows, press events, and award ceremonies and making recommendations on whether the organization should participate.

### **Graphic Design, Photography and Video**

- Design online and print marketing materials and create content for a range of marketing and public relations initiatives (flyers, invitations, business cards, brochures, fiesta medals, infographics, videos, etc.).
- Select strong, high-impact photos for use across the site, using photo editing software to crop and process.
- Provide assistance at assigned events, taking photos, and editing them for use in marketing materials.
- Produce high-quality and compelling short-form videos primarily for use for social media and digital platforms as well as longer-form video projects for in-depth storytelling purposes including drafted scripts and storyboards.

### **Other Duties**

- Develop and implement new tools and processes that improve productivity and effectiveness (e.g., Airtable project management tool, project request form).

- Carry out daily administrative tasks to ensure the functionality and coordination of MarCom department's activities and communications (e.g., monitoring [communications@saafdn.org](mailto:communications@saafdn.org)).

#### **PHYSICAL DEMANDS / WORKING CONDITIONS**

The physical demands and characteristics of the work environment described here are representative of those occurring in the performance of the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee occasionally may lift and move up to 40 pounds.

**The San Antonio Area Foundation is an Equal Opportunity Employer.**

Please send cover letter and resume to [hrozemberg@saafdn.org](mailto:hrozemberg@saafdn.org).