



**Job Title:** Digital Engagement Coordinator (Part-Time/Full Time)

**Location:** Centennial, CO (Hybrid/Remote options available)

**Organization:** CCAI/The Park Adoption Community Center

**Supervised By:** Communications Manager

**Organization Background:** The Park is a dedicated post-adoption community center that exists to provide meaningful, lifelong support opportunities for adoptees and adoptive families. Our mission is to foster a supportive environment that encourages belonging, growth, and community engagement. We are seeking a creative and motivated Digital Engagement Coordinator to help us enhance our mission through innovative digital content and volunteer collaboration.

**Position Overview:** The Digital Engagement Coordinator will work closely with The Park's Communications Manager to develop and execute a dynamic digital content strategy to promote The Park's mission, programs, and community. This role involves conceptualizing diverse and engaging content across various digital platforms and coordinating with volunteers to bring these creative ideas to life. The ideal candidate is a strategic, creative thinker with excellent project management skills, a knack for storytelling, and a passion for building community.

**Key Responsibilities:**

- **Content Strategy Coordination:** Work with Communications Manager to create and implement a flexible digital content strategy that aligns with our mission and adapts to various platforms, including social media, website, email, and other digital channels.
- **Creative Conceptualization:** Plan and produce new content ideas that effectively communicate our mission, highlight community stories, and drive engagement in creative and innovative ways.
- **Content Production:** Produce and edit creative content, ensuring consistency in branding, messaging, and quality.
- **Content Management:** Plan, schedule, and distribute content across all platforms, optimizing for maximum reach and engagement.
- **Volunteer Coordination:** Recruit, train, and manage volunteers to help create digital content, guiding them on projects such as graphics, articles, interactive media, and more.

- **Performance Analysis:** Track and analyze content performance and engagement metrics to inform strategy and identify opportunities for growth and improvement.
- **Trend Monitoring:** Stay informed about digital marketing trends, tools, and best practices to keep our promotional efforts fresh and adaptable.

### **Qualifications:**

- Bachelor's degree in digital media, marketing, communications, or a related field.
- 2+ years of experience in digital content creation, social media management, or marketing preferred.
- Personal connection to and familiarity with the diversity of conversations, identities, stories, and needs of the adoption community.
- Strong skills in conceptualizing and coordinating diverse types of content.
- Proficiency in digital content tools (e.g., Adobe Creative Suite, Final Cut, social media platforms).
- Excellent organizational, project management, and communication skills.
- A passion for storytelling, community engagement, and supporting adoptees and adoptive families.

### **Why Join Us?**

- Be a vital part of a small, dynamic team dedicated to amplifying the voices and stories of adoptees and adoptive families.
- Use your creativity and passion to shape meaningful content that fosters understanding, connection, and support within the adoption community.
- Gain the unique opportunity to lead and innovate digital engagement strategies that tangibly impact lives.
- Work in a flexible, supportive environment with remote and hybrid options, while engaging with a passionate network of volunteers and community advocates.

### **How to Apply:**

Interested candidates should submit their resume and a cover letter detailing their experience and passion for digital engagement and community building to [careers@theparkcommunity.org](mailto:careers@theparkcommunity.org) by October 15, 2024.

The Park is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.