



Digital Media Manager

About Us:

Achieving the Dream — Conceived as an initiative in 2004 by Lumina Foundation and seven founding partner organizations, Achieving the Dream now leads the most comprehensive non-governmental reform movement for student success in higher education history. Together with our Network of [over 300 institutions of higher education](#), [75 coaches and advisors](#), and numerous [investors and partners](#) working throughout 45 states and the District of Columbia we are helping more than 4 million community college students have a better chance of realizing greater economic opportunity and achieving their dreams.

Achieving the Dream (ATD) stands in solidarity with marginalized students and is committed to making equity a reality. We believe that for colleges to advance student success, ensuring equity is paramount. Since our founding in 2004, we have taken seriously our responsibility to support ATD Network colleges in their work to dismantle the structural barriers that students face in our institutions.

Through our Equity Statement, we are setting the direction we expect our colleges to navigate: a direction that reinforces an institution-wide commitment to transformational change that eliminates systemic barriers, addresses student needs, and increases social justice and equity.

To learn more about ATD's commitment to equity, review our Equity Statement: [ATD's Equity Statement](#)

To learn more about our organization and mission, visit our homepage: www.achievingthedream.org

The **Digital Media Manager** develops and implements strategies to increase ATD's brand awareness and reach across digital marketing channels, including social media, web, and email. The Digital Marketing Manager develops systems to track, analyze, and report on growth metrics, implement ATD's digital strategy ensuring all messaging and branding are consistent and aligned with ATD's strategic priorities.

Essential Job Functions:

Content Development (30%)

- Coordinate production and development of online content for all digital communications and marketing initiatives, using best practices in SEO, user experience, and accessibility.
- Coordinate across departments to curate content for digital story development that drives member and stakeholder growth, engagement, and retention.
- Foster an environment that allows for program teams to provide strategic input and creative ideas.
- Develop and manage internal processes for content creation, campaigns/programs to drive awareness and engagement, aligned to ATD's strategic plan.

Social Media Strategy & Management (30%)

- Design and execute social media strategies to achieve marketing and communication targets.
- Lead and execute digital campaigns from the idea stage through to their execution.
- In collaboration with communication team members, oversee all content in day-to-day communication, web and social media content planning, authoring, coordination, reviews, edits, and launch of digital campaigns, initiatives, and programs.
- Actively monitor ATD's social media presence, alerts, and public perception online and across multiple platforms and update online profiles as needed.



- Develop a framework for analyzing social media, website, and email statistics and provide regular reports to the executive leadership.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and other KPIs).

Web Management (40%)

- Strategize with the executive team on SEO to deliberately increase organic traffic across all digital platforms and improve search engine ranking.
- Manage SEO vendor relationships and work with outside vendors, partners, etc. on ATD's collaborative social media campaigns to increase ATD's brand visibility.
- Actively evaluate ATD's website to ensure content accuracy and compliance.
- Update all public pages of the website, including ongoing review of content and layout, and refresh the website for each new academic year.
- Develop strategies to improve website design, prioritizing user experience.
- Assist in website improvements, integrations, or implementation projects.
- Manage web-related technical support needs and other related systems.
- Work collaboratively with IT to resolve issues that arise with data integrity, exports between ATD systems, integrations, and other related areas as they affect online directories and distribution of emails to members.

What You Bring – Professional Skills and Qualifications:

Skills/Qualifications/Experience

- Bachelor's degree in integrated marketing communications, digital media, or a combination of education and at least 5-7 years developing and deploying digital content campaigns across various channels.
- Tools: Salesforce CRM, WordPress, Hootsuite.
- Proficient in building audience targets and campaigns within social media advertising platforms: Facebook, Instagram, Twitter, and LinkedIn.
- Strong expertise in digital and website analytics tools such as Google Analytics.
- Familiarity working with a variety of content formats including photos, videos, etc.
- Excellent project management skills and ability to monitor and execute multiple projects at once; detail-oriented and organized.
- Ability to demonstrate social media outcomes and ROI using analytics tools beyond likes, follows, and shares.
- Ability to gather analytical data, compile information and prepare reports for presentation to executive boards.
- Demonstrated understanding of how to plan for, execute, and learn from a social media audit.
- Excellent interpersonal skills and ability to engage with stakeholders at all levels.
- Advanced knowledge of Microsoft Office including Word, Excel, and PowerPoint.
- Demonstrated excellence and consistency in verbal and written communication.
- Advanced copy editing and grammar skills required.
- Graphic design skills, including strong knowledge of Photoshop, InDesign, and Illustrator.
- Video editing experience a plus.

Core Competencies:

Collaboration: Demonstrates respect, humility, and willingness to collaborate when seeking to understand others and making decisions.



Effective Communication: Ability to actively listen and thoughtfully question to create greater understanding and to offer insights that advance problem-solving.

Disciplined Execution: Perseveres in addressing complex issues despite significant obstacles.

Learning Orientation: Embraces challenges, new ideas, and different perspectives as an opportunity to learn; continually seeks out and applies new learning to activate change or improvements.

Culturally Competent: Gain understanding and awareness of others' cultural identity and practices. Creates safe and constructive forums for sharing diverse perspectives and opinions.

Emotional Intelligence: Demonstrates self-awareness and self-regulation and recognizes impact of personal behavior on others.

Position Details:

Position Type:	Full Time, Exempt
Reports To:	Executive Director, Marketing & Communications
Salary Grade:	7
Work Location:	Silver Spring, MD
Travel Required:	Minimal

What We Offer:

We continually strive to be a committed, diverse, values-based organization. We also offer a robust portfolio of benefits, including:

- Health, dental and vision insurance coverage
- 401K Retirement plan
- Optional pre-tax spending account for qualified medical FSA, dependent care FSA and commuter expenses
- Premiums paid by ATD for short-term disability insurance, long-term disability insurance, life and AD&D insurance with options to elect and pay for additional coverage for spouse and children.
- Paid sick leave, vacation time, and personal days (Additionally, ATD observes all 10 federal holidays and is closed the day after Thanksgiving, Christmas Eve, and for Winter Break between December 25 and January 1.
- Employee Assistance Program
- Professional Development allowance (for full-time employees on successful completion of 90-day intro period)
- Mobile First Work Policy: Remote work allows employees to work at home for all or part of their workweek as a viable, flexible work option to support the changing needs of employees. Upon hire, employees are notified of their work location (Silver Spring, Portland, or Remote). Remote may not be appropriate for all positions at ATD. ATD wants to ensure that both employees and ATD will benefit from these arrangements.

ATD strongly encourages applicants from diverse and historically underrepresented backgrounds to apply. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the role.



Please include a cover letter along with your resume. In the cover letter please discuss the following:

- Why are you passionate about ATD's mission?
- What qualities, experiences, or other considerations do you believe make you an ideal candidate for this position?

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

Diversity, Equity, & Inclusion

Achieving the Dream believes that diversity, equity and inclusion is critical to its work and its mission. ATD takes meaningful steps to promote inclusion in its hiring, retention, promotion, and board recruitment, and supports equity work at the community colleges it serves

Equal Opportunity Employer

Achieving the Dream is committed to creating and maintaining a diverse work environment. Employment policies and decisions are based upon merit, qualifications, performance, and business needs. All qualified candidates will receive consideration for employment without regard to age, race, color, national origin, gender (including pregnancy, childbirth, or medical conditions related to pregnancy or childbirth), gender identity or expression, religion, physical or mental disability, medical condition, legally-protected genetic information, marital status, veteran status, or sexual orientation.