

U.S. Digital Marketing Officer

Job Title:	U.S. Digital Marketing Officer
Branch:	Communications & Development
Reports To:	Director of Communications & Development
Number of Direct Subordinates:	0
Location:	Silver Spring, MD (Hybrid)
Salary:	\$55,000 to \$65,000

Background

[Humanity & Inclusion](#) (HI) is an international humanitarian organization that works to improve the living conditions of people with disabilities, as well as people living in disabling situations in post-conflict or low-income countries. Founded in France in 1982, the Humanity & Inclusion Network counts more than 4,500 personnel working in more than 60 of the world's lowest income countries. Eight national associations, based in the United States, France, Switzerland, Belgium, Germany, Luxembourg, United Kingdom and Canada, provide overall support for the field programs, which are implemented by country teams with support from headquarters staff in France and Belgium.

Humanity & Inclusion's programs reduce and address the consequences of disabling accidents and diseases; clear landmines and unexploded ordnance and prevent mine-related accidents through education; respond fast and effectively to natural and civil disasters in order to limit serious and permanent injustices and to assist survivors with social and economic reintegration; and advocate for the universal recognition of the rights of the disabled through national planning and advocacy and for the elimination of landmines and cluster munitions.

The U.S. National Association of Humanity & Inclusion is a 501(c)3 organization with an independent Board of Directors, is a constituent member of the Humanity & Inclusion network and has offices in Silver Spring, MD. The U.S. national association supports the work of Humanity & Inclusion by securing and managing grants from U.S. governmental institutions and private foundations; mobilizing private and public financial support; representing Humanity & Inclusion with national, international bilateral and multilateral institutions based in the U.S.; and raising the organization's profile. The US national association raises approximately \$30 million per year, of which 98 percent derives from the U.S. Government. The national association conducts active outreach to the US public through electronic and other media.

The U.S. Digital Marketing Officer is a member of the team that oversees marketing, communications & fundraising and reports directly to the U.S. Director of Communications & Development. This position also works closely with relative teams in Lyon, France, and other National Associations. This is a full-time exempt position with occasional domestic and international travel up to 5 percent.

Purpose of the Job

The U.S. Digital Marketing Officer is responsible for helping to broaden Humanity & Inclusion's profile in the United States in order to raise critical, unrestricted funding to support Humanity & Inclusion's 400+ projects in 60 countries, as well as Humanity & Inclusion's advocacy work.

Under the supervision of the Director of Communications & Development and in collaboration with the U.S. fundraising team, the Federal Communications and Information teams in Lyon, France, and other relevant teams, this position will ensure that Humanity & Inclusion's digital footprint in the U.S. reflects our programmatic and advocacy priorities, and encourages people to support our work as advocates and donors. This individual will also create digital and print collateral, create communications tools (print and digital), and conduct other outreach initiatives and events.

The U.S. Digital Marketing Officer will stay abreast of Humanity & Inclusion's programs and will develop and maintain channels for communicating the impact of this work to the general public, as well as current and potential donors. Primary responsibilities include daily management of Humanity & Inclusion's website, social media and email marketing channels, ensuring that all digital content supports and enhances Humanity & Inclusion's fundraising activities, complements our work with media relations, and encourages more people to support our actions. The officer will also keep track of key performance indicators.

Personal Traits

The ideal candidate has a can-do attitude. They are a self-starter who organizes and prioritizes work, delivering excellence under pressure and on deadline. They will require minimal supervision, using strong interpersonal skills to exercise discretion and maturity with local colleagues, and those based in Lyon, France, or any of the 60 countries in which we operate. As such, the successful candidate will appreciate the challenges and benefits of working in a larger, diverse organization, while contributing to the collaborative nature of our close-knit office in Silver Spring. This individual is intellectually curious, and will challenge the norms to deliver better results.

Essential tasks

1. Edit or write content for www.hi-us.org website, create and manage web pages, maintain accessibility, analyze audience habits and trends
2. Edit or write content for marketing emails (Mailchimp), analyze audience habits and trends
3. Oversee organic social media calendar (Facebook, Instagram, LinkedIn, X, TikTok, YouTube, etc.), draft content and design graphics (Canva or Adobe)
4. Conceive of and execute ad campaigns (e.g. Meta, Google, Bing, retargeting) to drive meaningful traffic to www.hi-us.org, generate leads and convert/retain donors
5. Increase donations generated across digital platforms and ensure positive user experience for online donors
6. Design relevant digital and print collateral in support of the department goals

Key Areas of Responsibility

1. Be in the know

When headlines shift, you look for overlaps with our narrative.

- Keep abreast of international and national news;
- Follow the development of Humanity & Inclusion activities, campaigns and programs;
- Participate in and contribute to regular global calls in the Network's digital working group and information units;
- Support internal communications to inform HI US teammates about key actions in the wider network, and to promote the work of HI US to the Network through Hinside intranet.

2. Write exceptionally well

You get a sense of pride when you distill two paragraphs into one, and can cut to the heart of a story quickly to create error-free copy. Deadlines don't intimidate you. You can squeeze anything into 280 characters. You appreciate the expressive value of emojis.

- Review and edit all new content from our field programs, prepare for publication and promotion on all digital channels, working in collaboration with U.S. Media & Communications Manager;
- Write or contribute to digital and print newsletters;
- Develop new collateral, such as brochures and graphics, working in collaboration with U.S. Media & Communications Manager;
- Suggest and report new stories for digital audiences;
- Support donor-focused communications.

3. Coordinate and plan digital media

Nurturing a current, relevant user experience gives you a sense of pride. You're happy when the website has a busy day, especially when donations fly through the door; and, you follow traffic back to its source to find out why, and pull a few levers to make the site even better for the next visitor. Just as comfortable with campaigns as with daily upkeep, you plan ahead to create a steady flow of engaging content for the people interested in our work.

- Plan editorial calendars in tandem with colleagues to ensure our marketing hits across all our channels to generate leads and drive traffic to hi-us.org;
- Write and edit content for website, organic and paid social media, email marketing and other digital campaigns;
- Tweak website landing pages and donation forms for a smooth and accessible user experience;
- Study user behaviors, and a/b test pages to ensure website visitors take steps to join our work as newsletter subscribers or donors;
- Maintain and enhance Humanity & Inclusion's presence and engagement on social media platforms, such as Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube;
- Develop and manage graphics, videos and other multimedia projects;

- In collaboration with a consultant, monitor Google and Bing Ads (including grants) to achieve quality website visits and conversions
- Plan and execute paid social and other digital ad campaigns
- Regularly analyze and report on key performance indicators, making tweaks as needed
- Review new social media communities and digital tools to determine their effectiveness in supporting Humanity & Inclusion's work;
- Seek proposals and manage hired consultants supporting campaigns and other projects as needed.

4. **Celebrate generosity**

When a new donor comes through the doors, it's a win. And when an existing donor makes a repeat gift or starts a recurring donation, it's an even bigger win.

- Work with the fundraising team to meet and exceed the organization's annual digital fundraising goals
- Develop and implement multi-channel strategies to increase donor acquisition and retention of existing donors
- Draft or commission appeals and relevant welcome series toward first-time donors with a goal to cement their connection to HI and upgrade gifts; Draft stewardship emails to share donor impact, maximizing open rates and donations
- Implement strategies to build a robust peer-to-peer fundraising program, working in close concert with the Development Officer

5. **Support events and advocacy**

The office hosts a handful of events each year, but with a small team it's all hands on deck, and you're happy to shift gears and focus on roll-up banners and guest lists for a few days.

- Support in the planning and delivery of events that promote Humanity & Inclusion's programs, fundraising and advocacy objectives.

Carry out any other tasks as may be assigned.

Qualifications

Must-haves

- Bachelor's degree, or relevant experience
- Minimum 2-3 years of professional experience in digital marketing, fundraising, communications, or related field such as journalism
- Excellent written and verbal communication skills, with the ability to present to diverse audiences
- Proven digital skills, including familiarity with content management systems, email marketing, social media platforms and scheduling tools
- Proven ability to simplify and synthesize complex issues and text
- Proven ability to manage ad campaigns across social media and Google Ads, among other platforms
- Proven design and layout skills, (e.g., InDesign, Canva) will give your application an edge
- Experience ensuring representation, inclusion and accessibility throughout communications & marketing materials
- Strong understanding of trends in web usage, SEO, analytics, social media, and other tools



- Strong analytical, organizational and problem-solving skills

Bonus if you have...

- Experience in international development and/or extensive international travel
- Experience with organizations promoting the rights of persons with disabilities, or working directly with persons with disabilities
- Photography or videography, including editing, skills
- French language competency

If you feel hold some but not all of the above qualifications, please apply. We'd love to hear from you!

We will only consider applications from U.S. citizens, or from applicants who already have permission to work in the United States.

People with disabilities are strongly encouraged to apply.

More information

Humanity & Inclusion is an equal opportunity employer. We value a diverse workforce and an inclusive culture. Humanity & Inclusion is committed to maintaining a work environment that is free of discrimination based on any grounds protected by applicable federal, state or local laws. These grounds generally include race, color, religion, national origin, gender, age, marital status, sexual orientation, gender identity, disability, genetic information or carrier status, pregnancy, victims of domestic violence, military status, alienage, citizenship status, or any other legally protected status. Applicants for employment are recruited and hired on the basis of their qualifications for the job. Promotion decisions will be made without discrimination and on the basis of performance and qualifications.

Application procedures and notes

Please submit a resume, as well as a cover letter explaining (1) why this role appeals to you, (2) how it connects to your prior experience, and (3) how you've helped another organization improve their digital footprint to recruit.usa@hi.org with the subject line "Digital Marketing Officer."

Deadline: Until position is filled

Reminder: Pre-existing authorization to work in the United States is required. Applicants without existing work permission in the United States should not apply.

Humanity & Inclusion is happy to meet any reasonable accommodations that an applicant requires. To request such reasonable accommodations at any point in the recruitment process, please contact: Diana Hromockyj by email at d.hromockyj@hi.org or phone at (301) 891-2138. All self-disclosure is voluntary and personal information is strictly confidential.