



## Digital Coordinator

**Type of Employment:** Full-Time, Non-Exempt

**Supervisor:** Digital & PR Manager

The Salesmanship Club of Dallas is seeking a digital coordinator to manage the digital presence across its organization, including its nonprofit Momentous Institute and its annual PGA TOUR event The AT&T Byron Nelson. Founded in 1920, Salesmanship Club of Dallas hosts the AT&T Byron Nelson, which benefits Momentous Institute. The tournament has raised over \$150 million for Momentous Institute since 1968. Each year, Momentous Institute directly serves 6,000 kids and family members through its nationally acclaimed Momentous School, innovative therapeutic services, and research and training. With an emphasis on innovation, collaboration and training, Salesmanship Club offers a truly dynamic work environment.

This position is project-based and currently funded for 1-year.

The digital coordinator is responsible for the digital footprint of the Salesmanship Club of Dallas, Momentous Institute and the AT&T Byron Nelson. The digital coordinator oversees website maintenance, social media plus email strategy and execution. This position is a member of the communications team and works closely with the team's content writer, graphic designer and media relations specialist, as well as internal stakeholders and vendors.

### **Specific Projects and Responsibilities:**

The job responsibilities for this position will include, but are not limited to:

- Work with communications team to create a content calendar for social media and emails that support organizational objectives for the AT&T Byron Nelson and Momentous Institute.
- Daily execution of content initiatives including regular content uploading, configuring and deployment within content management system.
- Daily management of all social media advertising for the AT&T Byron Nelson and Momentous Institute including Google Adwords, Facebook and Instagram.
- Actively listens, monitors and engages audiences on all platforms.
- Execute all golf sponsor digital assets, working with title and premier partners.
- Keeps up with digital trends and if pertinent incorporates into overall digital strategies.
- Execute email campaigns for all three entities. Responsibilities include building email templates, managing email lists and sending roughly 20+ emails every month.
- Lead on digital multimedia creation and collection including video and photography.
- Manage and update content on [scdallas.org](http://scdallas.org), [attbyronnelson.org](http://attbyronnelson.org) and [momentousinstitute.org](http://momentousinstitute.org) including creating new pages.
- Assist digital & PR manager with new website pages and projects.
- Design and manage a variety of tactics to grow traffic to the organization's websites.
- Implement SEO best practices on all three websites.



- Build and manage all event registration pages in NetCommunity and donation page in Luminare.
- Ensure that any data captured on the websites flows into the customer database (Blackbaud/Raiser's Edge).

**Requirements and Qualifications:**

Education: Undergraduate degree in communication, marketing, advertising or related fields.

Experience: One to two years of relevant experience in digital marketing.

Required skills and attributes:

- Experience managing digital advertisements. Google Adword certification and HTML experience are a plus.
- Project management experience, planning and executing projects within scope, cost and schedule.
- Excellent client service/interpersonal skills, including ability to communicate clearly in person and in writing.
- Flexibility to deal with unanticipated projects that have tight turnaround times.
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and external agencies.
- Willingness to listen to feedback from others and find the best ways to incorporate diverse and sometimes conflicting input.

**Desired personal qualities:** integrity, initiative, energy, enthusiasm, flexibility, ability to receive feedback, and a sense of humor.

Please send letter of interest and resume to:

**Meagan Abendschein, Director of Communications, [mabendschein@salesmanshipclub.org](mailto:mabendschein@salesmanshipclub.org)**

Momentous Institute/ Salesmanship Club of Dallas maintains a policy of non-discrimination for all employees and applicants in every facet of the organization's operations. Momentous Institute/ Salesmanship Club of Dallas hires, trains, and promotes all qualified employees without discrimination on the basis of race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

**All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.**