Digital Media Coordinator
Position Description

The National Runaway Safeline (NRS) keeps America’s runaway, homeless and at-risk youth safe and off the street. We do this by providing crisis services, prevention and awareness building programs.

Crisis services are available 24/7 to youth and families via our 1-800-RUNAWAY hotline and at 1800RUNAWAY.org, where we offer live chat, email and an online forum. Annually, NRS connects with over 125,000 young people ages 10-21, and their families, from communities across the country. In addition to direct services, NRS conducts nationwide prevention and awareness campaigns to reduce runaway incidents, prevent youth homelessness and de-escalate crisis situations. Utilizing years of data via our crisis services program, we share trends, key findings, and local data sets with providers and policy makers across the country to inform services delivered and effective methods to prevent youth homelessness.

Overview:
The Digital Media Coordinator is a critical member of NRS’ Engagement Team. They support strategic communication initiatives internally and externally and help build strong brand awareness for the organization.

The Digital Media Coordinator supports the development and management of content on the NRS website, informs strategy and creates content for digital media and blog posts, coordinates and implements National Runaway Prevention Month communication and engagement activities, and manages contact databases. Reporting to the Director of Communications and Marketing, the Digital Media Coordinator will work collaboratively with all levels of staff, NRS volunteers and the public at large. They serve as an ambassador for NRS, promoting the organization and its services and building awareness and relevance in the community.

This role is a full-time position with occasional evening and weekend hours and some travel.

Responsibilities:
- Develop content for 1800RUNAWAY.ORG, social media platforms, newsletters and other communication platforms;
- Regularly post new and updated content on 1800RUNAWAY.ORG, ensuring web content adheres to NRS’ editorial and brand guidelines and that keywords are optimized for SEO;
- Develop and execute an annual social media calendar aligning with the overall communications plan supporting NRS’ programmatic areas and campaigns;
- Manage and grow our social media accounts by creating engaging and relevant content, with a focus on video;
- Analyze and share social media metrics and assist in developing mechanisms to increase engagement and followers;
• Monitor all agency social media accounts and leverage opportunities for deeper engagement with partners and other groups and organizations that align with NRS’ mission;
• Maintain fluency in digital trends and social media best practices;
• Assist with managing relationships with key vendors including website management, communication consultants and other related partners;
• Lead communication and social media trainings and presentations with the broader runaway and homeless youth network to share ideas and effective strategies;
• Assist with monthly and annual reporting to government and private funders;
• In partnership with the Director of Communications & Marketing, assist with graphic design projects;
• Assist with coordination and implementation of National Runaway Prevention Month events and engagement initiatives;
• Manage agency-wide use of Constant Contact, support and refine email segmentation process, and maintain accuracy of NRS’ communications databases;
• Assist with organization-wide oversight and implementation of brand consistency and document formatting for internal and external communications;
• Assist with special event coordination; and
• Other duties as assigned.

Qualifications:
• At least one year of professional experience working in social media management, graphic design, marketing, journalism or communications;
• Experience managing business/organizational social media accounts or digital communications in professional settings;
• In-depth knowledge of TikTok, YouTube Shorts and other video-based social media platforms;
• Excellent written and verbal communication skills;
• Comprehensive understanding of the social media landscape and demonstrated creativity in developing innovative social media strategies;
• Experience with Wordpress content management and content creation;
• Familiarity with platforms for scheduling, reporting, publishing and analyzing social media metrics;
• Ability to work collaboratively with interdepartmental teams;
• Must be able to independently prioritize and manage projects from start to finish;
• Proven organizational skills, detail-oriented, and ability to multi-task and meet deadlines;
• Proficiency in Microsoft Office Suite (Word, Excel, Outlook, Publisher, PowerPoint, Publisher), Adobe, Canva, and Buffer.
• Familiarity and previous experience with youth development, youth homelessness, child abuse prevention, and/or mental health causes a plus;
• Graphic design experience preferred;
• Bilingual candidates a plus; and
• An understanding of and commitment to the operating goals of the National Runaway Safeline is essential.

NRS is an equal opportunity employer and will not discriminate against any employee or applicant based on race, color, creed, religion, gender, sexual orientation, national origin, age, or disability.

Salary range 40,000 to 50,000

To apply, submit resume and cover letter to humanresources@1800runaway.org.

Individuals with lived experience of homelessness or housing instability are encouraged to apply.