

BEAUTY CHANGES LIVES®

Digital Communications Manager

Beauty Changes Lives is a nonprofit foundation that unites beauty and wellness professionals and those they serve as it Elevates, Educates and Exposes the power of touch to transform careers, lives and communities. Our mission is to elevate the perception of the beauty industry as a viable and rewarding career choice. Our vision is to unite all categories to support the Next Generation of beauty and wellness professionals as they embark on their journey to become the next leaders and icons of our industry.

We are currently seeking a Digital Communications Manager who is responsible for leading the organization's digital engagement initiatives through the daily management of its social media, web and email marketing efforts.

POSITION OVERVIEW:

This position develops the necessary digital campaigns and tactics required to foster an engaging online experience and to ensure accurate and timely communication with members, donors and the community. This role leads the creation of digital content for a variety of media (print, digital, email, signage, etc.) to communicate Beauty Changes Lives mission, increase engagement, and drive revenue for the organization. Under the guidance of the Executive Director, this position researches, generates, edits, publishes and shares engaging content (e.g. original text, photos, infographics, video clips and news) each business day across a variety of platforms to tell our story and to articulate the voice and vision of Beauty Changes Lives. This position also has an active role in growing our donor base, selling tickets for events, growing scholarship application numbers, building our ambassador base and growing social media stats.

This role conducts audience research, monitors and reports on media activity daily, and compiles, tracks, and analyzes data using a variety of resources.

This position supports the work of Beauty Changes Lives, a leading nonprofit, charitable organization committed to strengthening beauty careers.

DAYS/HOURS: Part time, flexible, 20 hours per week

CANDIDATE QUALIFICATIONS:

- BA/BS degree in Communications, Digital Media or related discipline.
- 1+ years of professional-level experience writing and editing copy, ideally in the beauty industry.
- 2+ years of professional-level experience creating, scheduling and posting content for social media platforms.

REQUIRED SKILLS AND ABILITIES:

- Advanced computer skills, Internet literacy, and proficiency in Microsoft Office, social media publishing tools and social media platforms (Facebook, Instagram, LinkedIn, and Twitter), website content management systems, Google Analytics, AdWords, SEO, and basic HTML and email marketing systems is required. Knowledge of Adobe Illustrator, InDesign, and Photoshop is an asset.
- Must have an online portfolio that includes samples of writing and at least two examples of social media page management.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies in a diverse environment.
- English oral and written fluency is required
- Strong skills in Microsoft Office software (Word, Excel, PowerPoint)
- Detail oriented with strong organizational skills and the ability to manage multiple projects, prioritize, and meet deadlines.

AWESOME ADDITIONALS

- **Integrity** –Act ethically and honestly and take responsibility for his/her actions.
- **Team Player** – Support larger organizational and team agendas more than personal goals.
- **Communicativeness** – Actively and openly seek and share information.
- **Drive/Energy** – Be passionate about the work; optimistic and enthusiastic; energize others.

This position reports to the Executive Director of the Foundation and works remotely 90% of the time. Weekly update meetings and occasional travel is required.

To apply, please submit your resume, portfolio link and salary requirements.