

Digital and Constituent Engagement Coordinator

JOB SUMMARY: The Iditarod is looking for an exceptional individual who is extraordinary resourceful and is not only highly fluent in today's social and digital media best practices but can also see into the future. No job will be too big or too small as the selected candidate will also be empowered and provided with varied responsibilities including but not limited producing fundraising events, sponsorship development and execution, media executions, stakeholder communications, and big audacious goal initiatives. If you have ever uttered or even thought, "that's not in my job description, then please do not apply. If your mantra is "what else can I do to help," then we could be a good fit. Moreover, you will have the opportunity to work for and be coached by our very seasoned COO and CEO. – Great training and long-term career mobility, as well as being a leader for the coolest event in the free world.

POSITION REQUIREMENTS:

- Strong Communications Skills
- Creative Digital/Print Marketing Experience
- Social Media & Online Content Management Skills
- Event Coordination Experience/Background
- Ability to escape rooms while tweeting
- Administrative Organizational Support
- Most love dogs (or at least the dog you grew up with).

ESSENTIAL FUNCTIONS:

- Develops and executes strategic initiatives and special projects.
- Supports COO and CEO as needed.
- Ensures that Iditarod messages and materials are accurate and consistent when posting.
- Creates, delivers, edits, and optimizes digital storytelling materials for use on social and web media platforms.
- Develops and tracks analytics
- Post campaigns on all social media channels (Facebook, Twitter, Instagram, etc.) and Iditarod.com.
- Creates and develops Facebook ads related to fundraising.
- Review website for content updates or revisions
- Develops and maintains new content and advertising opportunities on Iditarod.com/social media
- Builds and maintains paperless portals for race administration
- Provides administrative support
- Must have a valid driver's license

MINIMUM QUALIFICATIONS:

- Proven work experience as a Digital media specialist or Digital marketing manager
- Solid knowledge of Photoshop, Final Cut X, or other media editing software
- Proficiency with Microsoft Office Suite with an emphasis on Excel and PowerPoint functionality.
- Experience with visual communication principles
- Familiarity with web design and content management systems
- Excellent analytical and project management skills

- An ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills
- BSc degree in Marketing, Digital media or relevant field preferred
- Additional qualification in web design or animation is a plus
- Exceptional customer service skills and telephone etiquette.

PHYSICAL EFFORT: Sitting, talking, repetitive use of hands/arms, standing, walking, bending over, reaching overhead, repetitive use of legs, lifting up to 50 lbs., carrying up to 25lbs., eye/hand coordination and fine manipulation.

VISUAL ACUITY: Close vision (clear at 20" or less) and ability to adjust focus (ability to adjust the eye to bring an object into sharp focus), distance vision (clear at 20' or more) and color vision (ability to identify and distinguish colors).

MENTAL EFFORT: Thinking analytically, communication (verbal and written), handling stress & emotions, concentrating on tasks, remember details, making decisions, adjusting to changes, and examining/observing details.

ENVIRONMENTAL FACTORS: Inside/outside, working with others and alone.

The statements contained in this job description are intended to describe the general content and requirements for performance of this job. Others duties may be assigned.

THE IDITAROD TRAIL COMMITTEE IS AN EQUAL OPPORTUNITY EMPLOYER

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