



**National Law Enforcement Officers Memorial Fund
Job Description**

Position: Digital Community Manager

Reports to:

Direct Reports: None

Position Summary:

As Digital Community Manager, you'll build user and supporter engagement within our digital platforms by managing social media and mobile applications in addition to spearheading content and promotion for our blog and collection and digital asset libraries. You'll develop and implement an engagement strategy that strengthens the connection between the National Law enforcement Officers Memorial, Officer Safety and Wellness, and National Law Enforcement Museum and our audience of law enforcement and community stakeholders. The Digital Community Manager plays a key role in our team-based approach to developing an engaged audience, from content development for our blog and monthly newsletter, through to our proprietary mobile apps and social media accounts. Your work will result in an increase in attendance at events, virtual program registrations and viewership, as well as compel donations and sponsorship.

Primary Areas of Responsibility:

- Assess NLEOMF's digital presence. Recommend strategies and tactics to achieve follower acquisition, positioning, and community management goals. Manage and assess accounts. Develop and report on metrics;
- Create social media promotional campaigns and video projects based on understanding of department goals and strategic direction;
- Create graphics and video content for websites and social threads;
- Develop and manage the organization's editorial calendar;
- Writing copy for social media posts;
- Consulting and providing support on department's overall digital strategy; work in partnership with outside fund development, paid media, and PR teams.
- Support and manage paid ads campaign on social media platforms;
- Oversee growth and engagement within our digital platforms.
- Guide the implementation and growth of CALEB, the Community Alliances and Law Enforcement Bulletin Network and The Badge mobile application.
- Manage strategic programs designed to enhance engagement across all platforms
- Monitor and moderate forums and postings
- Provide up-to-date events and program information to increase attendance and financial support.
- Resolve any technical issues and correspondence with support teams
- Manage all platform resources in an efficient and organized manner

Knowledge/Skills/Abilities:

- 5-7+ years of digital marketing and social media management experience
- A minimum of a bachelor's level education
- Extensive knowledge of digital media, social media and popular culture.
- Highly proficient in all major social media platforms (e.g. IG, FB, Twitter, TikTok, Snapchat, LinkedIn, YouTube) including direct experience in community management, content management, inquiry management.
- Passion for evolving social media capabilities, trends, and hacking the algorithm.
- Experience conducting social media analysis; proficient in retrieving basic analytics and insights and subsequently producing reports
- Highly proficient in graphic design and video editing software or platforms (e.g. Canva, Photoshop, Illustrator, Adobe Premiere Pro, Final Cut, iMovie)
- Experience with website management on Wordpress
- Experience with mass email software programs and an eye for easily consumable content.
- Strong technical aptitude with the ability to quickly learn and adjust to new systems; comfortable working with computers and web-based applications
- Ability to successfully multi-task and drive complex projects to completion in a timely manner, across varied stakeholders, with outstanding attention to detail and sense of urgency
- Outstanding organizational and project management skills
- Superior oral and written communication and interpersonal skills

Working Conditions:

- Full-time
- Exempt
- Remote work eligible

Salary:

- \$60,000 - \$70,000 a year
- Benefits