



**EMERGING LEADERS
AND ENTREPRENEURS**

DIGITAL MARKETING COORDINATOR

REPORTS TO: Chief Marketing + Communications Officer

DECA Inc. is a non-profit educational organization headquartered in Reston, Virginia, that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges across the globe.

The Digital Marketing Coordinator is responsible for planning, creating, coordinating and executing the organization's digital marketing and communication strategies across multiple platforms. This position manages the organization's social media presence, email marketing, website content, digital marketing campaigns and conference communications while ensuring brand consistency and audience engagement.

The ideal candidate is a creative storyteller, skilled project manager and strong communicator who thrives in a fast-paced environment, enjoys collaborating with multiple departments and understands how to leverage digital platforms to increase engagement and strengthen an organization's brand.

EDUCATION:

- Bachelor's degree in marketing, communications, public relations or related field.

RESPONSIBILITIES:

- Manage the organization's social media channels, including content planning and creation, community engagement, performance analytics and trend monitoring.
- Create, schedule and publish engaging digital content that support and promotes organizational programs and initiatives, aligns with the organization's brand and fosters engagement among organization members.
- Plan, produce and edit engaging video content for social media, email campaigns, websites and other digital platforms to support organizational storytelling, marketing initiatives and audience engagement.
- Coordinate and distribute weekly email newsletters and targeted digital marketing campaigns to various audiences while monitoring campaign performance and managing audience segments.
- Maintain and update organizational websites, in partnership with external agencies, to ensure timely, accurate and engaging content is published while also continually optimizing websites for improved user experience.
- Lead digital marketing and communications efforts for conferences, events and major organizational initiatives, including pre-event promotion and live event coverage.
- Collaborate with internal teams to develop compelling digital content and ensure consistent messaging across all communication channels.
- Oversee and mentor a team of student correspondents throughout the school year and at organization conferences, providing content direction, editing and quality assurance.
- Monitor digital communication metrics, produce monthly performance reports and provide recommendations to improve audience engagement and overall performance.
- Stay current on emerging digital communication trends, platforms and best practices to continuously enhance the organization's online presence.
- Performs other duties and responsibilities as required or requested.

DESIRED SKILLS:

- Excellent written, verbal and interpersonal communication skills with a strong eye for detail and brand consistency.
- Strong organizational, project management and time management skills with the ability to manage multiple priorities and deadlines.
- Experience managing digital communication channels, including all social media platforms, email marketing tools (Constant Contact, MailChimp, etc.) and website content management systems.

- Proficiency with digital marketing and analytics tools, including social media insights, Google Analytics, SEO best practices and Microsoft Office/Google Workspace.
- Experience creating digital content using graphic design, photography and/or video editing tools such as Adobe Creative Cloud, Adobe Express and Canva.
- Creative, collaborative and self-motivated professional who thrives in a fast-paced environment, uses data to inform decisions and enjoys telling compelling stories through digital media.

SUPERVISORY REQUIREMENTS:

This position has no supervisory requirements.

WORK ENVIRONMENT:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, and copiers. Periodic lifting, pushing, and pulling of boxes and merchandise up to 50 lbs.

POSITION TYPE AND EXPECTED HOURS OF WORK:

This is a full-time position. Days and hours of work are typically Monday through Friday, 8:30 a.m. to 4:30 p.m. Periodic travel to conferences and meetings is required.

CLASSIFICATION:

Nonexempt, eligible for overtime for time worked over 40 hours in a week.

EEO STATEMENT:

DECA, Inc. does not discriminate in employment based on race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.

OTHER DUTIES:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.