

	 <div> <div>MEMPHIS</div> <div>GOODWILL</div> <div>INCORPORATED</div> </div>	Issued: 05/2025
--	---	-----------------

JOB DESCRIPTION

Job Title: Digital Marketing Assistant

Department: Marketing & Communications

Team Leader: VP of Marketing & Communications

Status: Exempt

Salary Range: \$40,000 - \$42,000

Schedule: Monday - Friday Position but must have availability to work some nights and weekend events.

To Apply: applicants can apply via our company website at <http://www.goodwillmemphis.org>

Mission Contribution:

Strengthens brand visibility and mission awareness by creating engaging social/digital content and supporting strategic marketing initiatives.

Function:

The Digital Marketing Assistant supports the Marketing Team in its endeavors to broaden community awareness of Goodwill's mission and business segments. This role combines hands-on social/digital content creation and design, supporting the strategic direction, and assisting with the implementation of marketing, communications, and public relations efforts.

Key Responsibilities:

Content Creation and Digital Engagement:

- Performs a variety of administrative functions for the marketing and communications team including develop, design, and publish visually appealing content for social media platforms, websites, newsletters, and digital campaigns using Canva, Microsoft Office, PowerPoint, and other digital tools.
- Plan and maintain monthly/quarterly/annual social content calendar and analyze/report results based on planned marketing initiatives.
- Capture and create engaging photography and video content for social channels as needed.
- Work closely with all Goodwill departments to identify and vet success stories and obtain content for the Goodwill News, Monthly Digital Newsletter and other platforms as assigned.
- Assist with planning and creating social media content, copywriting and planning for the external digital newsletter, Goodwill News, Team Member communications and/or email/web copy.
- Assist with influencer marketing initiatives, while also fostering ongoing relationships with local bloggers and influencers.
- Assist in development and preparation of marketing reports or presentations.

- Work with the Community Engagement Manager and VP of Marketing and Communications to help promote community partnerships through donation drives and special events.
- In coordination with the marketing team, translate concepts, ideas, and documents into appealing and engaging digital content that will increase website visits/traffic, and maintain desired search engine results.
- Monitor and engage with approved online communities, responding to messages, comments, and inquiries in a timely, mission-driven manner.
- Support internal communications and occasional print material development.
- Edit and create trackable material, such as flyers and program one-sheeters, following brand standards.
- Conduct signage audits, market research and identify trends and opportunities
- Supports and assists with Goodwill special events, marketing campaigns and community outreach by marketing Goodwill's mission to the community, as defined by the VP of Marketing and Communications.
- Maintain a positive team-oriented relationship with all employees and department managers; present a positive public image for the betterment of the Agency.
- Participate in professional organizations and community programs/meetings/trainings/events as assigned.

Administration and Reporting:

- Track and report all social media performance metrics.
- Collaborate with the marketing team to support broader marketing initiatives as needed.
- Maintain organized digital files, photo libraries, and creative assets.
- Conduct signage audits, market research, and identify social trends and opportunities.
- Maintain monthly/quarterly social media content calendar and analyze/report results based on planned marketing initiatives.
- Complete assignments, projects, reports and paperwork accurately and timely.
- Perform other related duties as assigned or directed.

Qualifications:

- Bachelor's degree in social media, journalism, marketing, communications, public relations, graphic design or a related field preferred.
- 2+ years of professional work experience in marketing, social media/digital communications, advertising, or similar activities preferred.
- Demonstrated passion for nonprofit mission work and/or thrifed fashion/sustainability.
- Excellent verbal and written communication with solid writing, grammar proofreading and editing skills.
- Proficient in graphic design tools such as Canva, Microsoft Office, PowerPoint, Adobe Suite, new online media, digital marketing platforms, Hoot Suite.
- Video Editing Skills to include, but not limited to, Facebook, Instagram, and TikTok reels.
- Strong social media management experience, including, but not limited to, Facebook, Instagram, LinkedIn, TikTok, YouTube, Twitter, blogs, and online review sites.
- Strong writing, editing, proofreading, and storytelling skills.

- Detail-oriented with effective organizational skills, including strong time-management, the ability to multi-task, prioritize and meet deadlines simultaneously, with limited resources, in a constantly changing environment.
- Ability to maintain a positive team-oriented relationship with all employees and department managers; present a positive public image for the improvement of the organization.
- Build and maintain strong relationships with vendors and community partners while demonstrating integrity to the highest level of integrity in all situations.
- Flexibility to work both in-office and in the field.
- Willingness to work occasional evenings and weekends for events.
- Bend, reach, and stand for periods of time at events and lift up to twenty-five pounds.
- Be knowledgeable and comply with all company policies and procedures.
- Valid driver's license, reliable transportation, and ability to travel locally.

Key Competencies:

- Creative Content Development
- Social Media/Digital
- Strategic Thinking
- Adaptability
- Strong Communication
- Initiative and Accountability
- Time Management

Summary Statement:

The Digital Marketing Assistant plays a vital role in telling the organization's story through engaging, mission-driven social media/digital content, while supporting strategic marketing initiatives to enhance Goodwill's community presence.

I have read this job description in its entirety and reviewed it with my supervisor, and understand what is required of me.

Team Member Printed	Team Member Signature	Date
---------------------	-----------------------	------

Supervisor Printed	Supervisor Signature	Date
--------------------	----------------------	------