



42 N. Water St.  
Port Hadlock, WA 98339  
nswsb.edu

**Job Description: Digital Media Coordinator**

**Hours: 20-40 hours per week**

**Duration: Position runs April 2024 – September 2024**

**Reports to: Deputy Director**

As part of WorkSource's Work Experience Paid Internship Program to provide meaningful work experience and career development opportunities, the Northwest School of Wooden Boatbuilding is seeking a Digital Media Coordinator. The individual will gain valuable work experience as they collaborate on digital media strategies, managing content delivery, performing website edits, analyzing performance metrics, and collaborating with a team to align digital efforts with broader marketing goals.

For 43 years, the Northwest School of Wooden Boatbuilding's vision is to provide the best post-secondary educational experience to those dedicated to learning craftsmanship through boatbuilding and marine systems.

**Digital Media Coordinator Responsibilities:**

- Implement website edits provided by the team to ensure accuracy and consistency.
- Build landing pages, content pages, and blogs to enhance user experience and engagement.
- Add SEO terms and meta tags to optimize website visibility and search engine rankings.
- Edit, organize, and provide images and videos in necessary formats to enrich electronic newsletter content, digital media, and print media. Serve as a backup for general electronic newsletter production.
- Produce alumni specific electronic newsletter, incorporating job postings and content from other team members.
- Create, implement, and schedule social media posts using content provided by team members to maintain a consistent online presence (Facebook, Instagram, LinkedIn, YouTube).
- Monitor online social media community engagement and respond to inquiries or comments as needed.
- Post, schedule, organize, and implement edits provided by the team to enhance video content quality via YouTube and other video platforms.
- Implement edits provided by the team to ensure accuracy and alignment with brand standards.

- Develop emails using templates and content provided by team members to communicate with prospective students and organization constituents.
- Create automated workflows to streamline communications processes.
- Monitor metrics to evaluate the effectiveness of admissions communications efforts.
- Monitor various metrics to gauge the effectiveness of admissions communications efforts and digital media strategies, including preparing monthly reports summarizing metrics for internal use and to aiding decision-making processes.
- Prepare PowerPoint presentations using content provided by team members.
- Collaborate and cross-train other staff members as needed to ensure continuity of operations.

### **Required Qualifications**

- High School graduation or GED
- Demonstrated experience using at least two social media platforms
- Demonstrated experience working on a website (Wordpress preferred)
- Demonstrated experience working with creating, editing, storing, and using digital photos and videos.
- Two work samples that show basic design skills
- Two writing samples that demonstrate clear writing skills
- Experience using software to generate html code and basic experience editing html code
- Familiarity with CRM software
- Strong team player

### **Preferred Qualifications**

- Experience creating and editing video
- Experience using data analytics tools
- Familiarity with search engine optimization
- Experience with social media advertising
- Experience with email marketing

### **Compensation**

This position can range from 20-40 hours/week with an hourly rate of \$29.66 an hour. Candidate will be compensated directly from the Washington State Employment Security Department (ESD) through their Work Experience Paid Internship Program. Candidate is required to enroll in Work Source account, complete an orientation session with Work Source, and track daily hours, which NWSWB will submit weekly to the agency.

### **Start Date and Location**

This position runs from April 2024 to September 30, 2024. Candidate will be required to be on-site at least one day a week at the school's campus at 42 N. Water Street Port Hadlock, WA 98339.

### **To Apply**

To apply, please send your resume and cover letter in a single PDF to [jobs@nswsb.edu](mailto:jobs@nswsb.edu).