

## **Job Description: Digital Communications Associate**

**Position:** Digital Communications Associate  
**Reports to:** Director of Marketing and Communications  
**Status:** Full-time, exempt, salaried

### **Our Organization:**

Chicago Foundation for Women (CFW) is a public foundation working to advance gender equity, which we believe to be inherently interconnected with racial, economic, and health equity. CFW envisions a world in which all women and girls, transgender, and gender nonbinary people have the opportunity to thrive in safe, just, and healthy communities. We celebrate the spectrum of identities and experiences of women and girls, uplift their leadership and center the voices of the community to achieve true equity. To support our philanthropy, the Foundation promotes increased investment in women and girls, raises awareness about their issues and potential, and develops them as leaders and philanthropists. Since 1985, the Foundation has awarded over \$50 million to hundreds of organizations that help achieve its mission of gender equity across the Chicago region.

CFW looks at the broad spectrum of needs of all women. We support the areas of freedom from violence, economic security, and access to health, which we see as integrally related and are paths forward toward an equitable society.

Chicago Foundation for Women is committed to becoming an anti-racist institution. CFW is committed to engaging in continual analysis and essential restructuring to ensure the Foundation's way of being is one that wields shared power and holds itself accountable to racially oppressed groups to achieve its gender equity goal.

### **About the Position:**

The Digital Communications Associate will support the execution of marketing campaigns, content creation, and digital communications strategies. This role offers a unique opportunity to contribute to multiple facets of marketing, including social media management, email marketing, content production, analytics, and more. The ideal candidate will be organized, proactive, and passionate about using digital platforms to drive brand awareness and engagement.

### **Position Break Down:**

#### **Content Development & Management (35%)**

- Develop, curate, and schedule engaging content for social media, webpages, and email campaigns. Draft, edit, and proofread written materials, ensuring brand voice consistency across platforms.
- Assist in creating visual content using tools like Canva or Adobe Creative Suite.

- Maintain and manage updates to the organization's website, ensuring content is accurate, engaging, and aligned with brand guidelines and strategic goals.
- Track and analyze key performance metrics for social media, email, and digital campaigns.

### **Social Media Management (25%)**

- Manage content calendars and schedule posts across social media platforms (e.g., LinkedIn, Facebook, Instagram, X).
- Social Listening: Monitor engagement and respond to audience interactions in a timely, professional manner.
- Analyze social media performance using insights and analytics tools to optimize campaigns.
- Prepare performance reports with actionable insights to improve and inform strategy.

### **Campaign Support & Coordination (20%)**

- Collaborate with cross-functional teams to execute integrated marketing campaigns.
- Support project timelines and deliverables to ensure campaigns are on schedule and aligned with goals.
- Assist in digital advertising initiatives as needed.

### **Email Marketing (15%)**

- Assist in creating and sending email campaigns, including drafting copy for CFW's newsletter, segmenting audiences, and analyzing performance.
- Maintain and update email lists to ensure accuracy and deliverability.

### **Media Relations (5%)**

- Assist in executing media relations strategies by:
  - Coordinating and drafting press materials
  - Building and maintaining media lists
  - Monitoring coverage
  - Supporting outreach efforts to enhance CFW's public profile

### **Other**

- Attend and actively participate in required CFW events, educational programs, and departmental and staff meetings.
- Protect CFW's value by keeping information confidential.
- Update knowledge by participating in educational opportunities; maintaining networks; participating in professional organizations.
- Perform other duties as assigned.

### **Work Environment:**

- This position requires attendance during business hours - 9:00am to 5:00pm, Monday through Friday with two remote workdays.

- Occasional night and weekend hours are required to attend and assist at Foundation events or potential funder meetings and events.
- This position operates primarily in an office environment that is accessible. Some work at off-site locations may be required and those may not necessarily be fully accessible.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.
- The employee may be asked to lift and/or move objects up to 25 pounds.
- Travel between the primary office and other locations may be required.
- Workplace is a smoke- and drug-free environment.
- CFW is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. CFW does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. CFW is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Minimum of 2 years of experience in digital marketing, communications, or a related role.
- Strong writing, editing, and proofreading skills with attention to detail.
- Proficiency in social media management tools (e.g., Hootsuite, Sprout Social) and platforms (LinkedIn, Facebook, Instagram, X).
- Experience with email marketing tools (e.g., Mailchimp, Constant Contact, or similar).
- Familiarity with analytics tools (Google Analytics, social platform insights) to measure campaign performance.
- Basic understanding of SEO and digital advertising (experience with Google Ads or Meta Ads is a plus).
- Experience managing and updating websites Ability to manage multiple projects simultaneously while maintaining quality and meeting deadlines.
- Strong organizational, time management, and problem-solving skills.
- Creative thinker with a passion for storytelling and audience engagement.
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Passion for CFW's mission.

**Compensation:**

CFW offers a competitive compensation package for all positions. Comprehensive benefits package includes medical, dental, vision, life, short and long-term disability insurance, long-term care insurance, and 403 (b) plan with an employer nonelective contribution of 3%. CFW provides the following in paid time off: Ten vacation days, twelve sick days, three personal days, two floating holidays, twelve organizational holidays, and two remote days per week. CFW also has paid leave and sabbatical policies and offers professional development/membership opportunities. The salary will be commensurate with candidate experience, the salary range is \$52,000- \$57,000.

**Application Process:**

Interested candidates should submit their resume, a cover letter, and any relevant work samples (e.g., writing portfolio, social media examples) to [careers@cfw.org](mailto:careers@cfw.org).

- Subject line should read: Your Name + Digital Communications Associate
- No phone calls please

CFW seeks to fill this position as soon as possible and will work actively to build a diverse pool of candidates.