

## Job Description

<b>Job Title:</b>	<b>Digital Content Manager</b>		
<b>Job Level:</b>	<b>Manager</b>	<b>FLSA Status:</b>	
<b>Reports To:</b>			

### GENERAL SUMMARY

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The digital content manager at MFA is responsible for developing original visual and written content in a way that builds the MFA brand, educates the public about affordable housing and MFA's economic impact in the state, and provokes engagement across all digital channels.

MFA's digital content manager will partner with the Director of Communications and Marketing to create, publish, and manage all forms of internal and external digital content to effectively describe and promote MFA, its programs and its objectives through the use of social media, video, photography, the MFA website and intranet, digital marketing and e-mail blasts. Use website and social media analytics and metrics to recommend effective marketing and best practice digital strategies.

### ESSENTIAL DUTIES & RESPONSIBILITIES

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#### MFA Website

- Ensure the MFA website is up to date in accordance with brand standards and compliance regulations. Manage both intranet and public-facing website.
- Manage internal website edit requests, work flows and approvals in close partnership with all MFA departments.
- Provide staff training and monitoring to ensure that each department is keeping current the sections of the website for which they are responsible.
- Monthly reporting on website analytics and performance while managing Search Engine Optimization (SEO) opportunities.

#### Social and Digital Media

- Partner with Director to determine advertising opportunities for MFA including audience development, advertising spend and KPIs.
- Craft three to four original posts per platform, per week including LinkedIn, Instagram, Facebook, Twitter.
- Monitor and facilitate online conversations on a consistent basis, both during and after regular office hours to ensure timely responsiveness in accordance with MFA's best practices
- Commit 2-4 hours weekly to proactive/outbound digital engagement to keep MFA visible within its respective digital communities.
- Draft quarterly content editorial calendars to keep the organization on target for proactive communications
- Provide written digital content that showcases MFA's programs, partners, and clients, and that educate the public about affordable housing.

- Using analytic tools and metrics, define and recommend strategies to grow the MFA brand and to increase followers and engagement. Follow and report regularly on emerging social media and digital marketing trends.
- Working with key staff, the department director and vendors, develop and manage social media/digital advertising campaigns and contests that are designed to increase participation in MFA programs and to educate the public about affordable housing. Manage the cost of such campaigns within the marketing department budget.
- Based on analytics and direction from key MFA staff, recommend paid digital advertising and boosted posts as needed. Manage paid advertising and boosted posts within the marketing department budget.
- Assist in the creation and distribution of e-blasts and on-line surveys.
- Provide guidance and recommendation for new tools, technologies and channels that will increase MFA's social and digital marketing presence. Manage the cost and implementation of such items.

### **Video and Photography**

- Work with key staff within individual departments to create training videos for partners and customers as requested.
- Create informational videos for potential program users and the general public about MFA, its programs and affordable housing by creating storyboards, shooting video and editing video on smaller productions or working and coordinating with an outside vendor on larger productions. Manage the cost of external video production within the marketing department budget.
- Capture, edit and archive high-quality, compelling photos for use in print materials, the website and on digital channels. Organize small-scale photoshoots with external vendors as needed, managing the cost of such vendors within the marketing department budget.
- Maintain accessible video and photo project archives.

### **Graphic Design and Written Content**

- Create, edit and update electronic and print materials such as brochures and factsheets using graphic design software such as the Adobe Suite and/or Microsoft Office.
- Manage the graphic design images created by external vendors. Edit images as needed when creating new electronic or printed collateral.
- Create meaningful content and effective stories through conceptualizing, writing and editing in formats appropriate for various channels.
- Assist with the editing of documents and electronic presentations generated throughout the organization. Distribute documents as requested, either electronically or hard copy. Short turnaround times may necessitate working outside of normal business hours.
- Assist in the design and production of MFA publications including the Housing Services Directory, the annual report and newsletters.
- Ensure that all MFA logos are used in a way that is consistent with MFA branding guides, including MFA logos used by external organizations.

## **MFA Intranet and Internal Communication**

- Create weekly content for the intranet that is designed to encourage staff interaction and knowledge of each other.
- Create videos to promote upcoming events or new initiatives or for new employee orientation.
- Provide intranet training to new staff. Assist staff with posts as needed. Ensure that all staff, including new staff, have a photo posted to the intranet.
- Work with the IT department to post intranet updates, troubleshooting and redesigns as needed.
- Assist with graphics, slide shows, photography, print materials etc. for all-staff meetings and company-wide events as requested.

## **MINIMUM QUALIFICATIONS**

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### **Education and Experience**

Four-year degree from an accredited college or university in social media management, business or marketing communications, marketing, public relations or other communications arts, and four to five years of full-time work experience in the marketing/communications/social media field.

### **Conditions of Employment**

- Must have and maintain a valid NM Driver's License

## **KNOWLEDGE, SKILLS, and ABILITIES**

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- Excellent ability to project management and multi-task.
- Deep understanding of major social media trends and channels and the ability to analyze analytical data.
- Proficiency in the Adobe Creative Suite and the ability to create graphics for social media. Familiarity with Expression Engine, Hootsuite and Mail Chimp a plus.
- Experience planning, shooting and editing videos.
- Ability to do basic graphic design layout and editing of print materials.
- Strong writing and editing skills.
- Experience in creating and adapting content for use on a variety of social media platforms.
- Proficiency in still photography.
- A high level of creativity, attention to detail and the ability to manage a project from start to finish.
- Excellent communication skills and the ability to adopt the style, tone and voice to effectively represent MFA.
- Ability to maintain well-organized materials, files, systems and tools.
- Adaptability to changes in work situations and priorities.
- Can establish and maintain constructive and cooperative interpersonal relationships with employees, peers, supervisors, or managers in the work unit and other departments, as well as with employees of outside entities and other individuals, as applicable to the essential duties and responsibilities.

## **Non-Negotiables**

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- Provide high level of quality service to external as well as internal customers 100 percent of the time.

- Promote a team environment 100 percent of the time.
- Positive support of management decisions.
- Dependable and productive
- Good communication and interpersonal skills
- Shows initiative and works independently
- Produces quality work products
- Exhibits adaptability and flexibility

**WORK ENVIRONMENT**

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Work is performed in a standard office or indoor environment. Essential functions are regularly performed without exposure to adverse environmental conditions; however, employees may be exposed to minor inconveniences such as occasional noise, exposure to computer screens, crowded working conditions, and/or minor heating, cooling or ventilation problems. Occasional travel may be required.

**PHYSICAL DEMANDS**

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**Sedentary Work:** Performing the essential functions typically requires exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently. The work involves sitting most of the time.

The work typically involves talking, hearing, and seeing; keyboarding, typing, and use of a computer monitor; moving and organizing papers and other light office materials; filing and retrieving documents; and similar sedentary office work.

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*MFA is an Equal Opportunity Employer.*

<b>Employee's Signature:</b>	
<b>Date:</b>	
<b>Supervisor's Signature:</b>	
<b>Supervisor's Title:</b>	
<b>Date:</b>	

<b>Date created:</b>	12/28/20
<b>Dates revised:</b>	08/30/2021