

# ALABAMA HUMANITIES ALLIANCE

## **Job Title: Digital Marketing and Communications Coordinator**

**Job Type:** Contract (3-month) with possible extension or creation of staff position

**Effective Date:** October 15, 2021

**Location:** Birmingham, Alabama / Remote

### **About this position**

The Alabama Humanities Alliance (AHA) seeks a Digital Marketing and Communications Coordinator who is well versed in both graphic design and social media for business. This is a three-month (remote-optional) contract position, with the potential to extend. This position will report to AHA's Communications Director.

Are you a visual storyteller who can bring a brand to life? Do you have an intuitive feel for what will shine on social media? If so, we'd love to hear from you.

We're looking for someone who can follow in-house brand guidelines to design marketing materials, social media graphics, event collateral, and more. You'll also have the chance to contribute to our social media channels and help maintain our AHA database. We'd love to work with someone who's creative and passionate, is at ease working both independently and collaboratively, and knows how to meet a deadline.

### **About us**

The Alabama Humanities Alliance is a state affiliate of the National Endowment for the Humanities. AHA supports programs throughout the state that encourage impactful storytelling, lifelong learning, and civic engagement. We're a small team made up of people who are passionate about using the humanities to make Alabama a better place to live. We provide Alabamians with opportunities to learn, to connect with our communities, and to see each other as fully human. Learn more at [alabamahumanities.org](http://alabamahumanities.org).

Note: AHA takes the COVID-19 pandemic seriously. We hope the person who fills this position will have the option to come into the office to collaborate in person, as needed. But all staff are able and encouraged to work remotely when it's safer to do so.

### **Position duties**

- Create graphics and illustrations for our social media platforms, website, marketing materials, and in-person and virtual events.
- Provide design support for AHA's monthly e-newsletter, emails, advertising, and direct mail marketing.
- Edit and re-size photos as needed for different platforms and formats.
- Serve as an ambassador for AHA's new branding, helping to make sure all materials follow our brand guidelines.



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- Opportunity to create and schedule posts for AHA's social media channels.
- Opportunity to work with our database, updating and reconciling information to more effectively connect with our target audiences and stakeholders.

## Requirements

- Curiosity, passion, kindness.
- Professional graphic design experience.
- Professional social media management experience.
- An ability to meet deadlines.
- An ability to consistently execute on brand and editorial guidelines.
- Experience with InDesign, Photoshop, Canva, other design/photo-editing tools.
- Design experience with nonprofits, Alabama cultural or educational institutions, or humanities-based organizations a plus.
- Copywriting experience a plus.
- Database management experience a plus.
- Web content management system experience a plus.

## Compensation

Compensation consistent with experience and nonprofit industry standards. This is a three-month contract position that could be extended. Contract fee will be paid in monthly payments.

## How to apply

Interested candidates should send a resume and portfolio/design samples to [aanthony@alabamahumanities.org](mailto:aanthony@alabamahumanities.org). Application deadline is October 1.

*The Alabama Humanities Alliance (AHA) is an Equal Opportunity Employer. AHA promotes diversity and provides equal employment opportunities without regard to race, color, national origin, ancestry, sex, gender, gender identify, gender expression, religious creed, disability, genetic information, age, marital status, sexual orientation, or military and veteran status. We encourage individuals of all backgrounds to apply.*

