



Manager of Digital Communications

Overview

Stop the Addiction Fatality Epidemic (SAFE) Project is a national 501(c)3 nonprofit working through a collaborative, multi-pronged and non-partisan approach to end the nation's catastrophic opioid epidemic. Founded in November 2017, SAFE is designed to attack the addiction fatality crisis with a robust and comprehensive approach around six distinct lines of operations. SAFE Project believes that the crisis cannot be resolved without an orchestrated effort to engage in Family Outreach, Public Awareness, Prevention, Treatment and Recovery, Prescription Drugs, Law Enforcement and Criminal Justice. With the strong leadership of our Founders and a highly experienced and driven Board of Directors, SAFE Projects implements each of these lines of operation through four distinct initiatives – SAFE Communities: SAFE Campuses, SAFE Veterans, and our newest key initiative SAFE Workplaces.

SAFE Project is seeking an experienced Manager of Digital Communications. The Manager of Digital Communications will be responsible for developing, managing, and executing our communications strategies through all digital platform and ensure that the organizations digital experiences align with and support the organization's mission, vision, values, brand, reputation, and strategic goals.

The position will oversee the development and growth of SAFE Project's website, social media channels, inbound marketing efforts, and digital advertisements. In addition, the Manager of Digital Communications will implement a robust data analytic strategy that will guide and direct all future communications decisions and initiatives. Experience in search engine optimization is a must. Working knowledge of inbound marketing, project management, website analytics and social media strategy is strongly desired. Experience with WordPress is a plus. The Manager of Digital Communications will work closely with the Communications Team, Executive Leadership, and the Senior Leadership Team.

The ideal candidate is curious, collaborative, and willing to try a project, risk failure and create success. They are a problem solver, quick learner and a team player with strong communication skills and a willingness to roll up their sleeves and get their hands dirty from doing rather than watching.

Over 130 American's die every day to overdoses. We are on a mission to stop this, and there is no time to lose.

Key Responsibilities

- Works collaboratively across the organization to ensure all digital communications activities advance SAFE Project's mission to end the nation's addiction epidemic.
- Oversees software developers and web design consultants and provide best practices in project management
- Effectively plans, implements, manages, and monitors all website updates, upgrades, digital aspects of specialized SAFE Project programs and digital properties as needed.
- Conducts regular content audits to eliminate redundant and/or duplicate information and ensures website quality and efficiency by analyzing website traffic data.
- Manages workflow between website forms and Salesforce



- Creates strategies to increase online traffic through search engine optimization best practices.
- Advises members of the team on online metrics, user experience, search engine optimization, inbound marketing, and digital content strategy.
- Manages nonprofit Google and Twitter campaign calendars and strategy.
- Ensures digital design relevancy, accuracy, and alignment with the organization's brand identity.

Minimum Qualifications

- Bachelor's degree in marketing, communications, public relations, computer science or related discipline is recommended.
- Experience in digital communications, including content development, inbound marketing, digital donor strategy, digital advertising, website development, management, design, user experience, and search engine optimization.
- Adept at setting and measuring digital activity to manage progress toward goals; strong research and analytical skills to forecast and identify trends and challenges.
- Strong project and time management skills.
- Adaptable problem-solver and team player who enjoys working in a fast-paced environment and meets deadlines.
- Ability to work autonomously and make decisions based on sound judgment.
- Positive attitude, proven ability to work successfully with diverse populations and demonstrated commitment to promote and enhance diversity and inclusion.
- Ability to perform duties using highest level of confidentiality and discretion in sensitive issues.
- Excellent writing, editing and presentation skills; clear and articulate communicator who can translate complex technical ideas easily.
- 5+ years of relevant experience in project or program management.
- A team player with a demonstrated ability to work well in a small, highly collaborative environment.