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**Digital Engagement Manager**

The American Printing House for the Blind (APH), a world leader in creating learning solutions and pathways to success for children and adults who are blind or visually impaired, is seeking a Digital Engagement Manager. This employee will oversee the company’s social media strategies, including Facebook, Twitter, LinkedIn, Instagram and other relevant platforms and the brand associated with digital presence. This position works closely with the Director of Communications and Engagement to guide the company’s social media presence, including seeking out new social media features and ways of connecting with audiences, while maintaining the highest standards of accessibility and engagement. They directly manage the Digital Media Specialist(s) who are responsible for content creation, content calendar management, and online community support, as well as provide guidance to others who create content for the various platforms held by APH and its affiliates (the APH ConnectCenter, APH Museum, etc.), ensuring these properties protect and serve the mission, remain current on trends, and enact best practices.

This position also has responsibility for creating and overseeing content for the APH Blog including establishing blog standards, seeking contributors for our blog, drafting and editing blog content, and developing an annual blog editorial calendar.

The Digital Engagement Manager is also responsible for overseeing the creation of dynamic photographic, graphic, and video content for our digital platforms, ensuring all graphics comply with APH Brand Standards.

# MAJOR DUTIES AND RESPONSIBILITIES

* Create and execute on the standards for APH Social Media platforms and the APH blog ensuring all content and graphics are in line with APH’s brand standards.
* Provides oversight and guidance to the ConnectCenter and Museum on their social media pages including strategy, content, and images/graphics. Tracks performance and provides suggestions for improvements.
* Creates, executes, and manages an annual digital media calendar (social media and blog) for APH, and assist the ConnectCenter and Museum teams in the development and execution of their annual plans.
* Design, build, and maintain our social media presence across all digital channels, including the ConnectCenter and Museum social pages, ensuring APH brand standards for design and content are followed.
* Provide guidance and supervision to APH’s Digital Engagement Specialist.
* Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
* Identify trends and insights; optimize spend and performance based on these insights. Provide insights and recommendations to grow social media following and engagement across all social channels, including creating strategies to reach APH’s international customers/markets.
* Brainstorm new and creative growth strategies to reach our customers – in the United States and internationally – including EOTs, teachers, parents, partners, and consumers.
* Collaborate with internal teams to create content and plan digital media strategy.
* Implement UTM Codes in social posts to allow us to track effectiveness.
* Collaborate on newsletter and email communications.
* Work with creative services on internal and external building branding, including branding posters, signage, etc.
* Plan and implement forward-thinking digital customer acquisition strategies to drive lead generation and sales opportunities.
* Use information gained through our User Experience efforts to adjust campaigns as needed.
* Understand our social media platform and provide training to all APH staff with social media responsibility. Use Sprout to generate monthly social media reports and present that information to the Director of Communications and Engagement and the Senior Director of Engagement and Experience.
  + This includes understanding accessibility of all social platforms and how to use them, ensuring our assets are accessible. This position is also responsible for spreading the word about the importance of accessibility by working with social media monitoring companies and social media platforms to improve their accessibility.

# EDUCATION, TRAINING, AND EXPERIENCE REQUIREMENTS

* Bachelor’s degree in marketing, communication, public relations, or related field. Work experience may substitute for degree.
* 4+ years’ proven working experience in social media marketing or digital media.
* 2+ years’ proven experience in writing, editing, and managing blog/web content.
* Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.) including their algorithms and best practices.
* Familiarity with Sprout Social, or comparable social media management tools.
* Knowledge of project management best practices.
* Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns.
* Strong written and verbal communication skills.
* Excellent consulting, writing, editing (photo/video/text), presentation, and communication skills.
* Demonstrable social networking experience and social analytics tools knowledge.
* Adequate knowledge of web design, web development, and [SEO](https://resources.workable.com/search-engine-marketing-specialist-job-description).
* Positive attitude; detail and customer oriented with good multitasking and organizational ability.

# COMPENSATION

$53,000 – $67,000 | Salary is negotiable dependent based upon experience.

**To apply**, [click here](https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=111174&clientkey=37466F7380F198CC901A032728F0ABA7). If you have trouble accessing the application through Paycom, please contact Ryan Ward at [rward@aph.org](mailto:rward@aph.org).

***APH IS A DRUG FREE WORKPLACE. An offer of employment is conditioned upon successfully passing a drug screening test.***

All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, national origin, place of birth, religion, sex, sexual orientation, gender identity, age, disability or protected veteran status.

***EOE/AA/M/F/Vet/Disability Employer***