

Posting Information

Position Title: Sr. Content Coordinator **Position Type:** Full-Time Employment

Position Location: Utah County, Utah **Position Pay:** \$75,000-\$82,500

Hiring Manager: Jen Price | hr@youniquefoundation.org | 385.345.4556

Foundation Purpose

We inspire hope in women who were sexually abused as children or adolescents by providing healing services through retreats, survivor communities, and online resources. We empower parents and caregivers to protect children from sexual abuse through education and online resources. We make it safe to openly discuss sexual abuse through community dialogue and social awareness.

Qualifications

This role will provide support and create greater brand awareness for The Yunique Foundation (yuniquefoundation.org) and our Defend Innocence brand (defendinnocence.org). The Yunique Foundation is dedicated to providing hope and healing to women who have been sexually abused as children. Defend Innocence is dedicated to educating and empowering parents and caregivers to help prevent child sexual abuse.

Educational/Professional Requirements

- A bachelor's degree in marketing or equivalent work experience
- A master's degree in marketing or equivalent work experience

Experience Requirements

- 5-10 years in a PPC or content coordinator role
- Experience developing successful marketing strategies with a strong emphasis in digital marketing and/or PPC and Display advertising

We are looking for someone who loves to learn and try new things, has the ability to work autonomously and on a team in a fast-paced, collaborative environment, and uses data and digital marketing best practices to drive decisions. SEO and social media experience is a plus but not necessary.

Responsibilities

This position includes strategizing and assisting in creating, implementing, and measuring digital and PPC campaigns, newsletters, and other marketing efforts for Defend Innocence and The Yunique Foundation. You will work autonomously and on a team to execute campaigns and campaign strategy while communicating performance to stakeholders across the organization. You will also:

- Develop and maintain a campaign calendar, accounting for campaign execution across all channels including social, SEO, PPC, and video.
- Monitor performance of campaigns on all channels and use paid and organic promotion to improve performance where needed.

- Collaborate with service teams and provide strategy feedback for campaign deliverables.
- Coordinate campaign execution across teams and create collateral as needed.
- Create and consult on PPC/Display ad campaigns to promote both The Yunique Foundation and Defend Innocence.
- Use google analytics and other data-driven tools to monitor and adjust campaign performance and identify improvements, wins, losses, and learnings for marketing efforts.
- Assist at events promoting the Foundation and in the development of event strategy and messaging.
- Communicate performance of marketing efforts to key stakeholders.