

## Answer Seeks Digital Media Associate

For over 15 years, Answer has leveraged technology to educate young people about sexuality and train educators to provide high-quality sexuality education. Answer seeks a digital media associate who will play a key role in supporting Answer's digital communications strategy and use of web, social media and other digital platforms to provide and promote comprehensive sexuality education.

### Responsibilities

The digital media associate is responsible for the following:

- Coordinating and curating compelling content that engages fans and key audiences on social media platforms, such as [Facebook](#), [Twitter](#), [Tumblr](#), [Google+](#) and [Instagram](#)
- Updating and maintaining web content on [Answer.rutgers.edu](#) and [Sexetc.org](#) using Wordpress, a custom-built CMS and HTML
- Applying SEO best practices and optimizing content for discoverability via search engines and social media platforms
- Producing graphics for web, social media, e-newsletters, videos and other digital publications
- Tracking and reporting web and social media metrics in support of organizational decision making
- Maintaining editorial calendar of web content
- Coordinating and publishing monthly e-newsletters

### Qualifications

Candidate must demonstrate in-depth knowledge of social media platforms and have at least three years of experience in web content management and digital production, editing and publishing, including web, graphic and video content.

Candidate must have a bachelor's degree in English, digital marketing, journalism, communications, or an equivalent combination of education and/or experience that demonstrates general knowledge, skill, and understanding of web content management and social media.

Candidate must demonstrate exceptional writing, editing and visual representation skills as well as knowledge of SEO best practices and social media/marketing.

Candidate must be able to work as part of a team. Candidate must have flexible communication skills that ensure clarity when interfacing with online users, national partners, teen staff, adult staff, programmers and designers.

Candidate must demonstrate comfort related to adolescent sexuality and enthusiasm about Answer's mission.

Please visit the [job posting](#) to learn more about this opportunity.