



JOB POSTING: Coordinator, Digital Content Creator

Texas Trees Foundation | Dallas, TX 75247

ORGANIZATION

The Texas Trees (Texas Trees) serves as a catalyst in creating a new green legacy for North Texas through transformational, research-based plans that educate and mobilize the public to activate the social, economic, environmental, and health benefits that trees and urban forestry provide for a better quality of life.

POSITION OVERVIEW

Reporting to the Director of Communications and Engagement, the Digital Content Coordinator is a key player within the communications and engagement team, which is responsible for building overall brand awareness of Texas Trees' and its mission of advocating for healthier cities where all people can experience the benefit of trees.

Are you passionate about storytelling through video? Do you love collaborating with creative minds and bringing ideas to life? Then we'd love to meet you! The Texas Trees Foundation is seeking a creative Digital Content Coordinator (i.e. an in-house multimedia journalist) to join our dynamic team. This role will be responsible for the development and execution of our digital content designed to advance our online presence and drive engagement across various platforms, digital publications and social media channels. This role requires an understanding of digital marketing trends, excellent communication skills and the ability to analyze data to inform decisions.

This role will be responsible for helping develop and create content for the organization, with a heavy influence on ideating, writing, filming, editing, and posting digital content for the organization's many digital channels.

PRIMARY JOB DUTIES

Below is a representative list of the responsibilities of this role. Other duties as assigned.

- Collaborate with the project teams to develop content concepts and strategies to drive engagement and reach.
- Produce compelling short form (e.g., reels, TikTok) and long form (e.g., YouTube) video and still photography content that resonates with our target audiences.
- Edit videos, photos to enhance visual appeal and optimize for social media platforms.
- Create, curate, and manage published content (images, video, written) across social media and digital platforms, such as the quarterly newsletter and website.



- Monitor social media channels for trends, customer feedback, and engagement opportunities.
- Collaborate with the marketing team to align social media efforts with overall marketing campaigns.
- Utilize SEO best practices to enhance visibility and reach on social platforms and website, blog and other digital channels.
- Conduct research to identify target audiences; analyze performance metrics and adjust strategies based on data-driven insights.
- Manage public relations efforts through social media channels to maintain a positive brand image.
- Stay up-to-date with the latest trends in digital marketing, photography, and video editing.

ESSENTIAL QUALIFICATIONS

- Proficiency in Adobe Creative Suite for content creation and editing (desired 3 years experience)
- Strong understanding of SEO principles and how they apply to social media and digital content.
- Excellent research skills with the ability to analyze data effectively.
- Familiarity with public relations strategies and their application in social media contexts.
- Creative mindset with a passion for digital content creation, such as photography and video editing.
- Strong written and verbal communication skills with attention to detail.
- Proven experience in shooting and editing video content, a plus if you have experience applying skills for social media platforms.
- Strong understanding of social media platforms including Instagram, TikTok, YouTube, and others.
- Excellent communication skills and ability to connect with diverse audiences.
- Bachelor's degree or relevant work experience in lieu of degree
- Social media management: 3 years



ESSENTIAL QUALITIES

You will succeed in this role if:

- You are passionate about the mission of Texas Trees Foundation and the causes of nature, community, and health.
- You are a self-aware communicator with a hunger to learn.
- You have a general understanding of communications and marketing best practices
- You bring a collaborative approach to teamwork and cross-program collaboration.
- You are welcoming, engaging, and respectful in external and community relations.
- You are committed to service and to achieving Texas Trees' program goals.

SALARY + BENEFITS

- Competitive salary based on experience and portfolio quality.
- Flexible work schedule with opportunities for remote work; weekends as needed.
- Potential for growth and advancement within the company.
- Access to professional equipment and resources.