Content & Digital Marketing Coordinator
(Part-Time, Temporary)
Job Posting—April 2025

JOB TITLE: Content & Digital Marketing Coordinator

STATUS: Part-Time, Temporary Position (Flexible Schedule)

TIMEFRAME: Spring 2025 – Spring 2026

PAY RANGE: $22–24/hour (based on experience)

LOCATION: Hybrid (Office in Hudson, WI, and remote)

JOB SUMMARY

Are you a creative storyteller who loves writing, digital content, and making an impact? Do you thrive in mission-driven environments and want to help share stories that matter?

The St. Croix Valley Foundation (SCVF) is seeking a Content & Digital Marketing Coordinator to help bring our mission to life online. In this role, you'll create and manage digital content, write inspiring stories of impact, and support general marketing and communications efforts. This is a part-time (approx. 15-20 hours/week), temporary position for about one year, with the potential to extend up to 18 months or longer based on funding and need.

We're open to recent graduates, early-career professionals, freelancers, or even a paid internship for the right person.

ABOUT ST. CROIX VALLEY FOUNDATION

The St. Croix Valley Foundation is a regional community foundation dedicated to strengthening the communities of the St. Croix Valley. We connect donors with causes that matter, support local nonprofits, and amplify stories of generosity, impact, and change.

JOB RESPONSIBILITIES

Storytelling & Content Creation (30–40%)
- Write compelling content including impact stories for the website, blog posts, email newsletters, donor communications, and our annual report.
- Interview nonprofit partners, donors, and community members.
- Craft social media posts that show our community impact and bring our mission and strategic plan to life.
- Create and maintain a content calendar.

Digital Marketing & Social Media (50–60%)
- Draft and schedule posts for Facebook and LinkedIn (organic and paid).
- Create simple graphics and visual content using tools like Canva or Adobe Express.
- Track engagement metrics and suggest improvements.
- Assist with email marketing campaigns and manage lists (Mailchimp or similar).
- Make basic content updates to our website as needed.

General Marketing Support (10–20%)
- Help with photos, file organization, project tracking, and event materials.
- Support the Director of Marketing & Communications with day-to-day communications needs.

QUALIFICATIONS:

Required:
- Bachelor's degree in communications, journalism, marketing, digital media, or a related field.
- Strong writing and storytelling abilities with attention to detail.
- Proficiency in using social media platforms and understanding their analytics tools.
- Comfortable using (or learning) tools like Canva, Mailchimp, Meta Business Suite, and website platforms like WordPress or Wix.
- Creative thinking with the ability to generate ideas for content and campaigns.
- Highly organized, dependable, self-motivated, and deadline oriented.

Preferred:
- 1–2 years of related or direct experience (internships count!).
- Photography or video editing skills are a plus.
- Design skills a plus.

POSITION DETAILS

- **Hours:** 15-20 hours/week on average with flexible scheduling
- **Pay:** $22–24/hour, based on qualification and experience
  (If an internship, starting pay would be $16 per hour.)
- **Status**: Part-time, Temporary for 12–18 months based on need
- **Location:** Hybrid—requires some in office time in St. Croix Valley, some remote

(While we prefer a part-time coordinator-level position, we are open to exploring a paid internship for a college junior or senior in a Marketing or Communications program. If you are a college junior or senior and interested in the internship option rather than the coordinator-level role, please indicate that in your cover letter and application.)

HOW TO APPLY

Send your resume, a short cover letter, and 2–3 writing samples (social media posts, blog posts, or newsletter content) to: Lori Schaefer, Director of Marketing & Communications at lschaefer@scvfoundation.org. Applications will be reviewed on a rolling basis.