



Position Title	Digital Marketing Coordinator
Pay Range	\$40,000 - \$50,000
Location	Remote
Supervisory Duties	No
Reports to	Communications Manager

About Days for Girls International

Days for Girls International (DfG) is an award-winning non-profit that has reached more than 3.9 million women and girls in 145 countries on six continents with quality, sustainable menstrual care solutions, and health education. We operate a hybrid model of entrepreneurship and volunteerism, increasing access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers, and developing innovative solutions that shatter stigmas and limitations for women and girls around the globe.

Our core values guide everything we do, including hiring decisions. They are:

- Wisdom: honors those who we serve and with whom we serve
- Gratitude: integrates into all areas of our operations
- Collaboration: prioritizes responsiveness and flexibility
- Seeks to learn: through an entrepreneurial spirit of innovation and creativity

DfG is an equal-opportunity employer that values diversity, equity, and inclusion. We do not discriminate on the basis of race, ethnicity, religion, national origin, sexual orientation, gender identity, age, marital status, veteran status, or disability status.

Role Summary

The **Digital Marketing Coordinator** supports the day-to-day execution of Days for Girls' communications strategy across digital channels. This role creates, schedules, publishes, and measures digital content that strengthens brand visibility, engages supporters, and brings the Days for Girls story to life.

The Digital Marketing Coordinator works closely with the Communications Manager, and works closely with the Development, and Programs teams to translate organizational priorities into clear, timely, and compelling communications. This is a hands-on role focused on creation, delivery and analytics of digital content.

Key Responsibilities

External Communications Content Creation & Management

- Create and publish engaging content across Days for Girls' social media platforms, including Meta, TikTok, LinkedIn, and Mailchimp.
- Manage the tracking of all external communications using Google Suite and/or additional communication platforms that may be used now or in the future
- Support the launch, growth, and ongoing management of Days for Girls TikTok presence.
- Provide content creation for fundraising campaigns and other campaigns per Development's guidance.

Digital Monitoring and Reporting

- Monitor and respond to comments, tags, direct messages, and collaboration requests across social platforms using DfGI's brand voice.
- Own monthly reports and campaign specific reports on Meta, LinkedIn and MailChimp metrics, reviewing progress and making recommendations. This includes tracking progress and ROI on paid digital fundraising efforts.
- Oversee 3rd party management of Google Ad Grant strategy and optimization.

- Manage cross-collaboration reporting and information sharing system between the programs team and the development and communications team.

Website Content Support

- Update and maintain content on the Days for Girls blog
- Coordinate page updates and fundraising campaign content
- Support alignment between web content and active campaigns including Google Ads

Social Media, Legacy Media Outreach Support

- Support Communications Manager with media outreach efforts, including podcasts, articles, and speaking opportunities
- Track ROI of influencer and media relationships and offer recommendations to Communications Manager

Communications Operations

- Manage the communications inbox and route inquiries appropriately
- Own the presentation of the Annual Report
- Provide administrative support for communications initiatives and special projects as needed

Fundraising Campaign Execution

- Support the implementation of digital fundraising campaigns (seasonal, emergency, and evergreen)
- Coordinate campaign timelines and assets across departments
- Contribute to integrated campaign planning and post-campaign learning and reporting
- In addition to owning content creation for social channels, the Digital Media Coordinator may be asked to create fundraising-focused digital content and touchpoint assets to be used by the development team for donor cultivation.

Required Qualifications

- Proven experience as a self-starter who manages tasks efficiently in a remote environment.
- Proven technical experience in reporting and audience analytics. Efficient use of Meta Business Suite for Insights, GA4 for reporting analytics, and other platforms such as TikTok, MailChimp and LinkedIn. Candidates must have the ability to translate data into actionable recommendations.
- Exceptional written and visual (mainly graphic design in Canva) communication skills, including the ability to create, edit, and publish quality content.
- Bachelor's degree in Communications, Digital Marketing, Journalism, Public Relations, International Development, a related field, or equivalent professional experience.
- Minimum of 1 year of progressive experience in digital marketing, with demonstrated responsibility for campaign strategy.
- Experience supporting or collaborating on fundraising or development-led campaigns.
- Demonstrated success developing and overseeing integrated communications strategies across social media, email, web, and storytelling platforms.
- Strong editorial judgment and ability to set voice, tone, and messaging standards across channels.
- Experience collaborating cross-functionally with development, programs, leadership, and external partners.
- Detail-oriented with high standards for quality and consistency.
- Comfortable giving and receiving feedback in a constructive, values-aligned manner.

Preferred Qualifications

- Experience using Google suite to create content workflows. Experience working in or with nonprofits, NGOs, or mission-driven organizations, particularly in global or international contexts.
- Familiarity with issues related to gender equity, menstrual health, public health, or education.
- Comfort working with global teams across time zones.