



## Digital Media/Communications Associate (Part- to Full-Time)

### Summary

Based in Greenwich, CT, Capital Institute is a small not-for-profit that was founded in 2010 by John Fullerton, an ex-Wall Street banker. Building on our seminal Regenerative Economy framework, our work is an exploration of the necessary transition to a more just, regenerative economic and financial system through our thought leadership, blogging, storytelling, and workshop and curriculum development.

We are seeking a part- to full-time digital media/communications associate who is passionate about our focus. The successful candidate will manage day-to-day digital/social media responsibilities and engage our community.

Telecommuting candidates will be considered.

For more information, please visit our websites at:

[capitalinstitute.org](http://capitalinstitute.org)

[fieldguide.capitalinstitute.org](http://fieldguide.capitalinstitute.org)

[regenerativebankproject.capitalinstitute.org](http://regenerativebankproject.capitalinstitute.org)

### Responsibilities

- **Immediate:**
  - Curate content for daily posting on our social media accounts and manage community engagement; some ideas will be provided by the team but most will be ones that the hired individual will be expected to generate.
    - Typically, we post ~5 tweets per day and ~3-5 facebook posts per week, plus appropriate retweets and shares. YouTube, LinkedIn and Instagram are leveraged as appropriate.
- **Once you are hired, you will receive on-the-job training to assume the following duties:**
  - Create a monthly digital analytics report (social media reach & engagement, website traffic, email database & distribution performance, etc.).
  - Maintain our monthly Google Adwords grant, which gives us up to \$10,000 of in-kind advertising with a max \$2 CPC.
    - Work entails signing into the account a few times per month to monitor performance of the keywords and phrases that we are targeting, and making tweaks as necessary.
  - Upload content to and maintain our main site, [www.capitalinstitute.org](http://www.capitalinstitute.org), and coordinate with our contracted web developer as necessary. Maintenance is conducted via a Wordpress content management (CMS); minor tweaks to site are made on a bi-weekly basis and larger adjustments

on a monthly basis when new content is uploaded timed with the distribution of our e-newsletter. Hire must gain familiarity with the user-friendly CMS interface, but no knowledge of HTML is required.

- Produce a monthly e-newsletter in Constant Contact from content generated by the team. Maintain e-newsletter subscriber list.
- Oversee production of Capital Institute's Annual Report based on content provided by the team, information on our founder's speaking and consulting engagements, and from digital analytics that have been collected over the course of the year.

### Required Qualifications

- Excellent writing and communications skills.
- Familiarity with the "new economy" space and its players.
- Curious, open, creative, problem-solving attitude.
- Ability to work independently and on tight deadlines.
- Excellent organizational skills and detail-orientation.
- Extensive experience with the various social media networks (Facebook, Twitter, Instagram, YouTube, etc.).
- Knowledge of Excel, PowerPoint and other Microsoft Office programs.

### Desired Qualifications (Once hired, candidates should be prepared to gain proficiency in the following)

- Website CMSes like Wordpress and the Constant Contact email management system.
- Content distribution platforms including PRNewswire/BusinessWire, 3BL Media, Medium and other blogger portals.
- Google Analytics and Adwords.

### Educational Requirements

Bachelor's Degree and 3-5 years of marketing communications and writing experience in a related field.

### How to Apply

Submit resume and a relevant writing sample to Susan Arterian at [sarterianchang@capitalinstitute.org](mailto:sarterianchang@capitalinstitute.org). Short-listed candidate will be required to complete a short assignment. Compensation commensurate with experience.