Maine Organic Farmers and Gardeners Association Job Description

Digital Content Coordinator
Updated February 5, 2020

Title: Digital Content Coordinator

Primary Responsibilities: Design, maintain and update content for MOFGA’s digital communication channels

Supervisor: Communications and Outreach Director

Work Week: 20 hours per week

Additional Work Hours: Additional hours may be requested of all staff during the weekend of the Common Ground Country Fair.


Required Abilities and Knowledge:

- Ability to work closely and collaboratively with all MOFGA staff on the creation and design of MOFGA’s digital content
- Ability to design and update web pages
- Knowledge of graphic design, fonts and typography used in online publications and websites
- Ability to use the website content management system (DotNetNuke; DNN) of MOFGA.org, and/or other systems
- Ability to work on multiple projects simultaneously with specific deadlines and attention to detail

Responsibilities:

All responsibilities involve collaborating with MOFGA staff to develop digital content and other materials based on program priorities and requirements.

Responsibilities include:

- Design and update pages on MOFGA’s websites
- Create digital content, including social media graphics and posts, email wrappers and content, website content, and other visual content as needed
- Help promote and distribute MOFGA’s content through digital channels, including digital ads, and cross promotions
Maine Organic Farmers and Gardeners Association Job Description

- Use MOFGA’s editorial calendar as a tool to schedule online content. Work with the communications team on long range communications planning
- Ensure that website navigation and content offer optimal user experience
- Regularly assess website performance and interactions and continuously work to improve user experience, website reach and effectiveness
- Regularly evaluate and modify digital communications tools to help MOFGA meet accessibility, diversity, equity and inclusion goals
- Regularly evaluate the website for vulnerability to outside attack; prevent or correct attacks as needed
- Participate in the development and maintenance of MOFGA’s style guide as related to digital communications
- Carry out all of the responsibilities listed above in accordance with the mission statement, goals, and philosophy of the Maine Organic Farmers and Gardeners Association
- Other duties as assigned

Position may be based in Unity or Portland, Maine. MOFGA’s success is dependent upon the collaborative spirit among its staff members and volunteers. Employees are expected to be ready and willing to assist colleagues in all program areas when directed to do so by their supervisors.

Competitive salary dependent upon experience.

To apply please send a resume and cover letter to kgreen@mofga.org.