Job Description

Position Title: Coordinator, Digital Engagement
Position Type: Full Time
Reports to: Director, Communications
Location: Remote

Do you want to work for the most effective nonprofit in patient advocacy and join a truly dynamic team impacting the healthcare landscape? What about a chance to make a difference in the lives of over 1.5 Billion patients who live with liver disease globally? If you have an entrepreneurial spirit and a deep commitment to advancing creative and thoughtful solutions to improve the lives of those affected by liver disease, we want to hear from you.

The Global Liver Institute (GLI) is a 501(c)(3) nonprofit organization headquartered in Washington, D.C. Our mission is to improve the lives of individuals and families impacted by liver disease by promoting innovation, encouraging collaboration, and scaling optimal approaches to help eradicate liver diseases. GLI has grown from a social impact start-up to an international nonprofit with an expanding list of programs and initiatives serving patients and the liver health community. We strive to attract and retain diverse talent because we know a truly inclusive and equitable workforce will help us one day realize our vision: for liver health awareness to be universal and for liver disease to take its proper place on the global public health agenda consistent with its prevalence and impact.

Description

Global Liver Institute is actively seeking a talented Digital Media Coordinator who will play a vital role in bolstering GLI's communications programs by creating and managing digital campaigns across platforms. This position will report to the Communications Director, ensuring seamless coordination and effective implementation of digital media strategies within the organization.

Responsibilities:

- Utilize relevant technology platforms (Instagram, LinkedIn, Meta, YouTube and others) to create excitement and engagement with GLI programs and activities
- Create content: develop infographics, edit videos, and other visual elements needed for posts, reels, stories and shorts
• Implement strategic engagement methods across accounts (interact with our following base, reach new audiences and attract new followers)
• Develop, monitor, and report analytics for digital ad campaigns (e.g. Meta ad words)
• Stay up-to-date with the latest design trends, tools, and technologies
• Collaborate with the communications team to implement digital tactics tied to overall communication strategies

Qualifications:
• Minimum of 1-2 years of relevant work experience
• Bachelor’s Degree preferred
• Extensive knowledge of Instagram, LinkedIn, Meta, YouTube and other relevant social media networks
• Knowledge and/or experience with virtual learning and remote work
• Fluency in Google application, Canva or other design platforms
• Knowledge in video editing softwares (specifically Premiere Pro, After Effects and/or Final Cut Pro)
• Knowledge of design fundamentals and principles
• Experience in animation is a plus
• Passion for nonprofits and health advocacy
• Strong interpersonal skills, with the ability to effectively communicate and collaborate with individuals from a variety of cultural backgrounds.
• Excellent team player with ability to work independently and in collaboration with colleagues at all levels across the team and with external stakeholders.
• Superior organization and leadership abilities

Benefits Information:
• Remote work
• Medical/dental/vision insurance - 100% monthly premium for employee paid by GLI
• 401K Program
• Employee assistance program
• Most federal holidays and generally closed the last two weeks of December, as additional paid vacation time for GLI staff.
• Liberal leave and sick-time arrangements dependent upon advanced planning, employee discretion and approval of the employee’s supervisor.
• Annual salary: $55,000 USD

How to Apply:
Please send the following document(s) to hiring@globalliver.org with “Coordinator, Digital Engagement” in the subject line.

1. A letter of interest describing relevant job experiences as they relate to listed job qualifications and interest in the position
2. Curriculum vitae / Resume
3. Work samples / portfolio
Due to the high volume of applications we receive, we are only able to respond directly to candidates with whom we wish to move forward in the interview process.

Equal Opportunity Employment: Global Liver Institute is an equal opportunity employer and affirms the right of every qualified applicant to receive consideration for employment without regard to race, color, religion, sex, gender identity or expression, national origin, sexual orientation, genetic information, disability, age, ancestry, military service, protected veteran status, or other groups as protected by law.