



## **National CASA Association Seeks Digital Communications Specialist**

**Location: Seattle, WA**

The National Court Appointed Special Advocate (CASA) Association fulfills society's most fundamental obligation by making sure a qualified and compassionate adult will fight for and protect an abused or neglected child's best interests. The mission of National CASA, together with its state and local members, is to support and promote court-appointed volunteer advocacy so that every abused or neglected child can be safe, establish permanence and have the opportunity to thrive. Today, only 45% of the abused or neglected children in the system have access to a CASA volunteer - The National CASA organization is committed to ensuring 100% of these children have access to a CASA volunteer.

### **Breaking New Ground**

National CASA has developed a strategic framework that is informing and guiding our efforts through a major reorganization, development of a new business model, and plan for the future direction of our organization, including the launching of a major Capital Campaign. The leadership team that will drive these changes will be strategic thinkers, relationship builders, collaborative decision-makers, entrepreneurial achievers, effective communicators, change leaders, inspiring motivators, and culturally competent.

### **Position Summary**

This position will be responsible for creating, writing and implementing digital content for social media and internal and external websites, and managing online channels including social media sites, the website and member portal. In collaboration with the members of the communications function, you will manage day-to-day planning and execution of digital communications – such as web content, social media (organic and paid), blog posts, email campaigns, video and other work. The Digital Communications Specialist writes, edits, proofreads, and recommends online content, and supports and provides analytical reporting.

### **Duties and Responsibilities**

- Ownership of daily website and social media functions, including ensuring timeliness, relevance, and accuracy of content, and implementing digital strategy
- Working with department leaders and subject matter experts, collect, produce, edit, and post written and visual material for all channels, ensuring its alignment with digital and brand standards
- Implement time-sensitive online campaigns across channels, including developing guidance or sample language so member programs can implement those campaigns
- Identify bugs and opportunities for site enhancements and work with relevant vendors to fix or implement them

- Ensure optimal function of website and digital content on all devices
- Identify opportunities for online engagement with various audiences and respond appropriately and thoughtfully to comments and questions coming through digital channels
- Daily management and quality control of file system content
- Locate, repurpose, and track appropriate existing multimedia content, including images and video, from member programs
- Ensure all content meets high-quality standards and corporate governance and style, while appropriately incorporating new developments in marketing and industry best practices
- Provide support to member programs as appropriate via group or individual training, online engagement, etc. and identify opportunities to provide further support
- Identify high-profile or high-impact stakeholder organizations and work with team to engage with them via digital channels, to optimize our own reach and impact
- Collect and use data to improve our digital reach and impact
- Contribute to the process of UX design, to ensure that content is appropriately structured to meet the goals for the site and supported platforms
- Use metadata and other methods to optimize search engine positions
- Brainstorm and collaborate with team to develop and implement new ideas and strategies
- Contribute to project managing the National CASA website and future development

### **Requirements**

- Bachelor's degree in English, marketing, communications, digital communications or related field, and/or equivalent education and/or experience.
- Two to four years' experience with web content management with a communications focus; requirement can be satisfied by evidence of personal success and creativity in social media
- Proven work experience as digital media specialist or digital marketing manager, or related role
- Experience in non-profit, child welfare, and/or digital communications organization or agency is preferred
- Strong writing skills are essential; you will be asked to take a writing assessment
- Strong project management and organizational skills
- Solid knowledge of Photoshop, Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Understanding of principles of visual communication
- Understanding of and experience with HTML, web design and user experience, and content management systems, especially Wordpress
- Good understanding of SEO and analytics, and experience using analytics to improve digital impact
- An ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills, including the ability to articulate trends and best practices in digital communications
- Attention to detail and a commitment to accuracy
- Additional qualifications in web design, video, and/or animation are a plus
- Must be driven, creative, adaptable, and diplomatic

### **Salary and Benefits**

National CASA offers a competitive base salary plus benefits, generous paid leave, and work/life balance policies. This is a full-time exempt position.

**Organizational Values**

Adaptability ◦ Collaboration ◦ Integrity ◦ Respect ◦ Quality ◦ Service ◦ Stewardship

National CASA, headquartered in Seattle, Washington and with an office in Washington D.C., is committed to an inclusive and welcoming workplace environment, was recognized as one of Washington's Best Workplaces by the Puget Sound Business Journal, and as a Best Adoption Friendly Workplace by the Dave Thomas Foundation for Adoption. National CASA has been certified by the Standards for Excellence Institute for ethics and accountability in the nonprofit sector.

*To apply:* Send resume and cover letter to [employment@casaforchildren.org](mailto:employment@casaforchildren.org) with a subject line of Digital Communications Specialist. Position will remain open until filled.

**NATIONAL COURT APPOINTED SPECIAL ADVOCATE ASSOCIATION  
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EQUAL OPPORTUNITY EMPLOYER**