

Job Opportunity: Digital Marketing Associate

SRCD is hiring a Digital Marketing Associate. Join our dynamic team or share if you know of any strong candidates.

The Society for Research in Child Development (SRCD) is one of the world's leading authorities in the field of child development. Our mission is to advance the developmental sciences and promote the use of developmental research to improve human lives. We are seeking a technology-savvy, detail-oriented, energetic individual to serve as our Digital Marketing Associate. ☒☒

Responsibilities: The Digital Marketing Associate will be part of a small communications team dedicated to increasing the visibility and impact of SRCD. They will support integrated digital communications built around SRCD's website, social media strategies, digital campaigns, and other components of our outreach programs. The ideal candidate is a self-starter possessing strong digital communications and organizational skills, creativity, and an attention to detail. Specific responsibilities are listed below. ☒

Social Media:

- Develop high-level, relevant content to reach SRCD's target audience(s) under the direct supervision of SRCD's Marketing and Communications Manager. ☒
- Create published content, including paid and unpaid promotions and/or marketing campaigns, with oversight from SRCD's Marketing and Communications Manager. ☒
- Monitor, listen, and (with team members) respond to users in a timely fashion and in way that maintains SRCD's 'voice.' ☒

Website:

- Assist in maintaining SRCD's public-facing website and subdomains.☒
- Assist in communications and marketing efforts related to SRCD webinars, virtual meetings, and in-person events.☒

Analytics:

- Monitor effective benchmarks for measuring the impact of digital campaigns.☒☒
- Analyze key social media and website metrics and assist in the preparation of reports for SRCD's Marketing and Communications Manager. ☒☒

Design:

- Lay out, design, and produce various marketing collateral (i.e., email templates, social cards, flyers, infographics, videos, event promotions, etc.).☒

Qualifications:

- 1-2 years of relevant work experience in communications and digital environments or equivalent experience in volunteer environments.☒
- Displays knowledge and understanding of social media platforms, their respective audiences (Sprout Social, Facebook, X, BlueSky, YouTube, Instagram, LinkedIn, Threads, etc.), and how each platform might be best utilized in different scenarios).☒
- Experience with image libraries such as Shutterstock and Unsplash.☒☒
- Excellent oral and written communication skills. ☒
- Attention to detail.☒
- Proven organizational and interpersonal skills.☒
- Experience with Adobe Creative Suite a plus.☒
- Knowledge of Drupal, Higher Logic, Sprout Social, and/or WordPress a plus.☒
- Video editing experience a plus.☒
- Interest in /or knowledge of research and child development a plus.☒☒

Compensation:

This is a full-time position in Washington, D.C. We are currently working in a hybrid pattern, with employees in person at our downtown office twice each week.☒☒

The salary range is \$54000 to \$58000, depending on experience. We offer an exceptional paid time off allowance, which is currently over 7 weeks per year (288 hours total) in employees' first year. This is in addition to federal holidays and an office-wide closure between Christmas and New Year's Day. We strongly support employees to participate in school events for their children and maintain a culture of work-life balance. We are a friendly and welcoming team, who strive to place diversity, equity, and inclusion at the center of our interactions and work.☒☒☒

SRCD also offers a comprehensive benefits package that includes medical, dental, vision, disability, and life insurance coverage. We offer up to six months of paid parental leave. For employees with children and a tax-free savings plan can be used to help cover childcare expenses. We offer a retirement savings plan with a 6% match, plus a monthly \$100 commuting expense stipend.☒☒We encourage applications from people with diverse backgrounds. We strive to be an inclusive employment environment, building diversity, equity and inclusion into all of our work.☒☒

To Apply: Please send 1) a cover letter, 2) resume, and 3) names, titles, emails, and phone numbers for three professional references who can speak directly to your skills and qualifications for this position and 4) a portfolio with examples of graphic and social media work: hr@srcd.org, ATTN: Digital Marketing Associate by Friday , May 30, 2025 at 11:59 p.m. ET. In your cover letter, we will score you based on your communication skills and on the qualifications and skills required for this position (as defined above). Please cite specific examples of times you have exhibited the skills we are searching for in your cover letter. It should not be longer than two pages. Incomplete applications will not be reviewed.☒☒☒☒