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Executive Director  
1355 E Street, SE  
Washington, DC 20003

<b>Position: Digital Media and Grant Program Strategist</b>
<b>About Capitol Hill Village (CHV)</b>
<p><b>OVERVIEW:</b> Founded in 2007, <b>Capitol Hill Village (CHV)</b> is a non-profit membership organization geared towards helping older adults maintain an active role in our community. We have about 500 members and 200+ volunteers. Based on the concept of neighbors helping neighbors, CHV provides members with social, educational, cultural opportunities, as well as support services including transportation, home maintenance performed by CHV’s vetted volunteers or vendors. And, CHV’s social services team provides professional care coordination, helping members to navigate health care, insurance, social service, housing, and issues. CHV has programs and services for members across the spectrum of health, mental acuity, and economic means. We are pursuing greater ethnic and cultural diversity.</p>
<b>Position Description</b>
<p>Historically, CHV has provided its membership and the larger community with strong in-person engagement and training opportunities. In the midst of the COVID-19 Pandemic, we are looking to strengthen our online presence, and optimize a user-friendly interface that provides our members with access to our programs and services on a virtual platform. As we develop our virtual programs, the Digital Media and Grant Program Specialist will be instrumental in re-envisioning and implementing how we interact with our community. This position will also manage a grant focused on LGBTQ+ seniors. This position reports to the Director of Membership and Outreach</p> <p><b>Role and Responsibilities:</b></p> <ul style="list-style-type: none"><li>• <b>Transportation:</b> With direction from the Director of Membership and Outreach, assist in the development of grant-related virtual training materials, including digital and video media. Aligned with safety precautions as outlined by the District, the virtual platform will be focused on executing transportation training programs, marketing, and an information campaign to reduce vulnerability of seniors, and to increase access to alternative transportation modes.</li><li>• <b>LGBTQ Grant Support:</b> With support from the Director or Volunteer and Care Services, and the Volunteer and Programs Coordinator, manage programs and deliverables related to CHV’s LGBTQ+ Initiative. Key responsibilities include working with volunteers to create excellent programming to attract D.C. LGBTQ+ seniors and support their connection to community and other wellness outcomes, and recruiting and managing an intergenerational team to produce video training materials on LGBTQ cultural competency.</li><li>• <b>Digital Strategy:</b> Monitor and update CHV blogs, electronic newsletters, and social media campaigns to increase awareness of the programs and services offered by CHV. Ensure that key online messaging is aligned with the CHV mission and program outputs. Develop weekly content for online distribution channels. Monitor all campaigns and report finding to respective program</li></ul>

leads. Initiate and/or Support online fundraising efforts. Create and manage CHV's social media profile and presence.

- **Website Management:** Provide regular updates and maintenance to the CHV and DC Villages websites, Oversight of editing digital images, designing page layouts, and using electronic publishing software. Management of online marketing techniques to increase the visibility of the Village model through search engine optimization (SEO).

**Qualifications**

- Equivalent skillset or Bachelor's Degree in Communications/Media
- Expert at targeted communications and online campaigns across various media platforms
- Understanding of SEO, web traffic analytics and social media best practices
- Strong content creator for virtual training programs targeted for users with basic online knowledge and capacity
- Knowledge of, and/or demonstrated commitment to the wellbeing of the LGBTQ+ community
- Commitment to and knowledge of the wellbeing of older adults
- Critical thinker with strong conceptual and research skills
- Ability to work independently and as part of a team

**Work Hours:** The position is full-time, and remote hours are offered. Applicants will be expected to report to the Washington, D.C. office at such time it is deemed safe to do so, and applicant may need to visit various DC locations to effectively produce content.

Compensation: Salary upper-\$50k to mid-\$60k, depending on experience. Benefits include paid time off, health insurance, retirement benefits, and long-term disability coverage.

**How to Apply:** Send cover letter and resume in one PDF document to [jobs@capitolhillvillage.org](mailto:jobs@capitolhillvillage.org) with Digital Media and Grant Program Strategist in the subject line. Title the document using the following format: STRATEGIST LASTNAME.pdf. Applicants who don't follow instructions will not be considered. If you have any questions please contact Tomeka Lee at [tlee@capitolhillvillage.org](mailto:tlee@capitolhillvillage.org). **Please submit by September 15<sup>th</sup>, 2020.**

**Diversity & Equity Statement**

Capitol Hill Village began in 2007 as a neighborhood organization aimed at supporting residents of the Hill. Since our inception we continue to be a vibrant and crucial part of the community engaging with people of all ages. We work against stereotypes and seek to re-write the playbook on aging in DC.

CHV recognizes that inequity in any form negatively impacts health, financial, and emotional well-being for individuals of all ages, but especially older adults, for whom systemic inequalities have impacted many decades of life.

We know the policing, education and healthcare systems do not treat all as equals - that inequality is at the core of our mission. We are in solidarity with the people and organizations pushing to end racism and are willing to actively make changes necessary to align ourselves to this important work.