

Digital Engagement Coordinator

Type: Part-Time, 25 hours per week

Location: Hybrid/Remote (PERIOD. offices in Portland, OR but remote considered for the right candidate), U.S. based candidates only.

Reports to: Strategic Communications Manager

Compensation: : \$25/hour (Fixed)

Timeline: Applicants will be reviewed beginning late November 2025

About PERIOD.

PERIOD. is a youth-powered nonprofit working to end period poverty and stigma through service, education, and advocacy. Our digital presence—especially through @periodmovement—is a central hub for youth mobilization, menstrual equity education, and community organizing.

We're seeking a **Digital Engagement Coordinator** who thrives on digital strategy, organization, and execution. This person will manage and grow our online platforms, coordinate digital campaigns, and ensure our channels run smoothly and effectively in support of our mission.

Responsibilities & Scope

60% Digital Platform Management

- Manage all @periodmovement social media platforms (Instagram, TikTok, LinkedIn, Facebook, Threads) —planning, scheduling, posting, and engaging with followers.
- Develop and maintain a social media calendar in alignment with organizational campaigns, program trainings, and advocacy priorities.
- Monitor and respond to messages, comments, and tags to cultivate an active, positive online community.
- Monitor trends, track analytics and engagement metrics; compile regular reports to assess performance and inform strategy.
- Recommend and test new tools, apps, or social media features that could improve reach or impact.
- Work with the Communications Manager to update the PERIOD. website with new resources, campaign pages, and event details.
- Monitor site functionality, links, and visuals to ensure a positive visitor experience.
- Support youth chapter engagement through online communications and digital resource distribution.

30% Content Creation & Design

- Produce video and multimedia content (e.g., Reels, TikToks, short-form clips) to highlight youth leaders, program events, and more.
- Design template graphics, infographics, and visual assets using Canva, Adobe Suite, or similar tools.
- Write clear, engaging copy for social media posts, emails, and web updates.
- Maintain an organized library of photos, videos, and brand templates for easy reuse.

- Create and distribute social sharing toolkits, promotional assets, and other digital materials to amplify yearly campaigns (Menstrual Hygiene Day 05/28 and Period Action Day in October)
- Collaborate with the Strategic Communications Manager to ensure all content supports key messaging and campaign goals.
- Track campaign data and outcomes to support evaluation and continuous improvement.
- Strategically utilize AI to support workflow management

10% Administration & Team Collaboration

- Track deliverables and deadlines using project management tools (Hootsuite, Instil, etc.)
 - Participate in communications planning meetings, brainstorming, and content reviews.
 - Contribute to long-term digital strategy discussions and team learning around emerging digital engagement best practices.
 - Support other communications or outreach projects as needed.
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Qualifications & Proficiencies

- 2+ years of experience in social media management, digital communications, or marketing (nonprofit or advocacy experience a plus). Relevant internships or fellowships may be considered.
- Bachelor's degree or equivalent experience in communications, marketing, digital media, or related field
- Proficiency with major social media platforms and analytics tools.
- Experience with Canva or Adobe Creative Suite for content design. Experience with Capcut.
- Familiarity with website management and email marketing tools (e.g., Squarespace, Mailchimp, etc.).
- Excellent organizational skills, attention to detail, and ability to manage multiple priorities.
- Strong written communication skills and comfort in a fast-paced, collaborative environment.

About You

- You're more than comfy in front of a camera - you're a natural and you love it.
 - You can build something from nothing. You aren't daunted by a blank page and can quickly (but creatively!) generate content to meaningfully engage with online audiences
 - You're passionate about advancing gender equity and digital advocacy.
 - You're organized, proactive, and results-oriented, with a knack for managing details and deadlines.
 - You love optimizing systems, tracking analytics, and improving digital performance.
 - You stay current on digital trends but know how to protect your own boundaries and mental well-being online.
 - You're energized by collaboration and excited to help power the digital side of a youth-led movement.
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Ready to Apply? [Click Here](#)

Questions? Email media@period.org.