



Digital Content Coordinator Job Description

The Digital Content Coordinator supports Densho's digital communications and storytelling efforts across social media, email, web, and print. Reporting to the Senior Development and Communications Manager, the Digital Content Coordinator helps create and publish engaging content that reflects Densho's mission to preserve and share Japanese American history. The coordinator assists with day-to-day content production, monitors audience engagement, maintains brand and accessibility standards, and supports outreach for programs, events, and fundraising campaigns. This is a cross-functional, early-career role ideal for a detail-oriented communicator with a strong sense of visual storytelling, a collaborative spirit, and a passion for social justice and public history.

This position is hybrid (Seattle) or remote (preferred within Washington or California).

Essential Duties and Responsibilities

1. Help source and edit materials (photos, quotes, oral history clips) for digital storytelling (websites, social media, and blog).
2. Create visually engaging graphics and short-form videos.
3. Maintain visual asset library (logos, photos, templates).
4. Schedule and post content on Densho's social media platforms.
5. Collaborate with staff to brainstorm and draft content for social media, blog, website, and eNews.
6. Ensure accessibility of all published content and design assets (using brand and accessibility guidelines).
7. Stay up to date on trends, best practices, and changes across social platforms.
8. Assist with organizing and updating Densho's content and editorial calendar.
9. Monitor platform activity, comments, messages, and basic metrics; flag any anomalies or notable engagement trends, and appropriate staff as needed.
10. Support marketing efforts for programs, events, campaigns, and new content releases.
11. Help track, analyze, and report on campaign performance (what's working in acquisition, engagement, retention, and where we can improve).
12. Make website updates in WordPress.

13. Monitor Google Analytics and Search Console (with support from manager).
14. Assist with email campaigns and operations—format, test, and send Densho eNews using Mailchimp; track eNews engagement; segment email lists and perform list maintenance.
15. Support creation of flyers, brochures, and other print materials (with guidance).
16. Coordinate the design and production of Densho fundraising appeals, annual reports, and related content.

Required Qualifications and Experience - Below are the competencies that will help an individual succeed in this role.

- 1–2 years of experience in digital communications, marketing, social media, or a related field (internships or volunteer experience may count).
- Strong writing, editing, and proofreading skills, with attention to tone, clarity, and audience.
- Experience managing social media platforms (Instagram, Facebook, Twitter/X, Bluesky, Threads, YouTube, LinkedIn) and using scheduling tools (e.g., Buffer, Hootsuite, Meta Business Suite).
- Familiarity with graphic design tools such as Canva or basic Adobe Creative Cloud (Photoshop, Illustrator, or InDesign).
- Basic video editing skills (e.g., for reels, stories, YouTube shorts) using tools like Canva, Adobe Rush, or CapCut.
- Comfort using WordPress or other CMS platforms to make basic updates and optimize SEO.
- Experience with email marketing platforms, especially Mailchimp.
- Strong organizational skills and the ability to manage multiple tasks and deadlines.
- Basic understanding of accessibility and inclusivity principles in digital media (e.g., alt text, captioning, legible fonts).
- Interest in Densho's mission to preserve and share Japanese American history.

Preferred Qualifications and Experience

- Experience working in or with mission-driven nonprofits or community-based organizations

- Basic video editing experience
- Familiarity with Google Analytics, Search Console, or simple performance tracking
- Experience with CRMs or email list segmentation (e.g. Salesforce)
- Comfort working across time zones in a hybrid or remote work environment
- Lived experience or demonstrated commitment to social justice, anti-racism, and/or historical memory work

Compensation and Benefits

- Reports to: Senior Development and Communications Manager
- Location: This position offers the flexibility of being a hybrid role at Densho's office in Seattle's Chinatown-International District, or a remote position. A highly-qualified remote candidate would be considered if they live outside of the Seattle area but within the State of Washington, or near Los Angeles, California, where some of our team members and programming are located.
- Status: Full-time.
- Compensation and Benefits: Salary is commensurate with relevant experience. The salary range for this role is \$55,000 - \$65,000 (DOE). Densho offers a generous benefits package including health, vision and dental plans; Retirement plan matched 50 cents on the dollar up to 6%; PTO starting at 17 days per year; and 12 paid holidays. In addition, Densho provides a collaborative and inclusive work environment, opportunities for staff development and professional growth, and meaningful and impactful work.

About Densho

Densho is a nonprofit organization and community archives dedicated to preserving and sharing the history of Japanese American WWII incarceration to promote equity and justice today. Founded in 1996, Densho provides the most comprehensive online resource available on this important history. Through our extensive digital archives, online encyclopedia, and other educational resources, we aim to deepen public understanding, foster dialogue and critical thinking, and educate future generations to help build a more equitable and just society.

Application & Hiring Process

Please include the following in a single file PDF, emailed to jobs@densho.org. Please put "Digital Content Coordinator" in the subject line. **The deadline for applications is Friday, August 1st.**

- Review the required and desired qualifications in the job description to include a resume that reflects your experience in communications/digital storytelling and a compelling cover letter that demonstrates why you are interested in this position.

If you move forward with the process, we will be asking for 2-3 references. A criminal history background check may be conducted on the final candidate prior to beginning employment. A criminal background will not automatically eliminate you from consideration.

Accessibility Accommodation

Densho provides accommodations, upon request, for candidates with disabilities during the application, interview, and hiring process - including options like alternate formats or interpretation services during the interview.

Equal Opportunity Employer

Densho is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, sexual orientation, age, ancestry, color, family or medical care leave, gender identity or expression, genetic information, marital status, medical condition, national origin, physical or mental disability, political affiliation, protected veteran status, or any other characteristic protected by applicable federal, state, and local laws. Densho is committed to providing a work environment free from discrimination and harassment.

Densho values the diversity of the people we hire and serve. Inclusion and diversity at Densho means cultivating a workplace in which individual differences are recognized, appreciated, respected and responded to in ways that fully develop and utilize each person's talents and strengths.