



4248 Park Glen Road
Minneapolis, MN 55416
(952) 928-4648

Title: Digital Marketing Content Coordinator
Job Type: Part Time (~15-20 hours/week)
Rate: \$32-\$38 per hour, [APPLY HERE](#)

Reports to: Director, Marketing
Location: Remote, some travel for MAG events
FLSA: Non-Exempt

Job Summary

Guided by [MAG's values](#); the Digital Marketing Content Coordinator helps bring the MAG's mission and events to life on social media, especially LinkedIn. This role focuses on capturing, creating, scheduling, and managing content that highlights MAG's programs, speakers, members, and events, keeping our professional community in the payments industry informed and engaged. The goal is meaningful, professional content that reflects the MAG brand. In addition to LinkedIn, this role supports international member engagement through WhatsApp Business for European and Asia-Pacific markets. This position reports to the Director, Marketing, working independently within established brand, content, and approval guidelines.

Responsibilities

CONTENT CREATION & SCHEDULING – COMMUNITY CONNECTION & DIVERSE PERSPECTIVE

- Develop original, brand-aligned LinkedIn content including graphics, short-form posts, and event spotlights; maintain consistent posting cadence aligned to MAG's event calendar. The expected posting cadence is ~5-7 posts per week and ~20-30 posts per month, with additional event-related posting as scheduled.
- Write and/or edit LinkedIn captions, post copy, and supporting content that reflects MAG's brand voice and professional tone
- Maintain a monthly LinkedIn content calendar tied to MAG's event schedule and communications priorities; schedule and publish posts using LinkedIn's native scheduler or an approved scheduling tool.
- Capture/summarize LinkedIn analytics (reach, impressions, follower growth, engagement rate) against targets; deliver brief monthly insights report with observations and recommended priorities for the following month. ~1-2 hours per week will be allocated for analytics collection, reporting, and review.
- ~1-2 hours per week will be allocated for coordinating WhatsApp Business communications for European and Asia-Pacific members, including membership launch outreach and ongoing community engagement; coordinate messaging cadence with MAG's broader communications calendar.

EVENT COVERAGE – TRUSTED SOURCE & CUSTOMER DRIVEN

- Capture event content including photos, speaker quotes, session highlights at MAG events; availability during event dates required, with occasional travel for in-person events.
- Publish day-of LinkedIn posts and real-time event moments; produce post-event recap content with curated visuals, speaker highlights, and key takeaways
- Experiment with content formats (e.g., carousels vs. text posts vs. short video) to identify what resonates with MAG's professional B2B audience; maintain consistent brand voice and visual style
- Partner with the Marketing Director to align LinkedIn messaging, tone, and timing with broader MAG communications priorities; integrate calls-to-action for event registration, membership, and MAG initiatives; and support international member engagement via WhatsApp for European and Asia-Pacific markets

OPERATIONS & COLLABORATION – FORWARD THINKING & IMPACT FOCUSED

- Manage action items and projects assigned
- Participate in selected MAG working group or planning meetings as needed, to gather content, event details, and approvals for LinkedIn activity
- Attend and contribute to MAG staff meetings

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- Participate in on-site management at events (both in-person and remote, virtual experiences) occasional travel is required for MAG conferences and other meetings
- Other duties as assigned

Qualifications

Minimum:

- 1–3 years of experience managing social media for a brand, association, or event organization (agency, freelance, or in-house); demonstrated LinkedIn content experience in a professional or B2B context
- Strong writing/editing and attention to detail
- LinkedIn content creation and community management; event coverage and real-time social storytelling; B2B/professional audience engagement, Page Admin/Analytics
- Tools: Canva or similar design tool, LinkedIn native scheduler or Hootsuite/Buffer, MS 365/Google Workspace
- Strong writing, copy-editing, and light analytics fluency.
- Excellent skills with Microsoft Office Suite, including Word, Excel, and PowerPoint
- Significant relationship-building and collaboration skills
- Operational Excellence (Self-Starter, Organized, Attention to detail) Ability to manage and deliver within flexible, part-time hours; reliable and organized working independently within established priorities and approval processes

Preferred:

- Bachelor's Degree
- Association or B2B experience
- Experience using WhatsApp Business for professional community engagement, particularly in European or Asia-Pacific markets where it serves as a primary channel for member communications (training provided)
- Event communications or live event coverage experience
- Awareness of current LinkedIn content trends and how to adapt them for a professional, industry-specific audience
- Trade association experience, social media content production, or events planning management

MAG Employee Benefits: MAG Employee Benefits can be viewed [on our website](#).

About the MAG

The Merchant Advisory Group (MAG) is a global organization dedicated to driving positive change and innovation in the payments industry serving merchant's interest globally through collaboration, education, and advocacy. Representing over 200 of the world's leading merchants across many industries, including airlines, retail, restaurants, insurance, amusement parks, grocery, and software, the MAG facilitates strategic engagement across North America, Europe, and Asia.

The Merchant Advisory Group is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, sexual orientation, gender identity, national origin or ancestry, age, disability or veteran status or other protected status.

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