

Combine your marketing and social media management skills to enhance Help One Child's social media presence and ministry communication. This position includes, but is not limited to: interacting with social media followers, creating program-focused content and marketing collateral, and campaigns to spread the awareness and understanding of the foster care system. Work with the staff to develop program specific content and stay up to date with current social media information pertaining to the foster care world.

Key ResponsibilitiesMarketing Events & Programs

1. Creates and distributes engaging written or graphic content in the form of e-newsletters, webpage and blog content, or social media messages
2. Create marketing content and develop webpages for all events and trainings (Roughly 20/year)
 - Webpage with rsvp form (currently use WordPress)
 - Social media images and events
 - FaceBook event when appropriate
 - Social media banners
 - Create flyers or invitations when needed
 - Volunteer 'calls' include; a flyer, webpage with rsvp form, and social media posts
3. Provides training and guidance to the rest of Help One Child's team members regarding social media implementation best practices and strategies

Here's an example of two recent events, Dad's Cornhole Tournament and Harvest Celebration

helponechild.org/event/cornhole2019

helponechild.org/harvest-celebration

Communications Support

1. Offer insight and support for all webpages representing the ministry
2. Ensures brand consistence in marketing and social media messages by working with various program managers.
3. Collaborate with staff to calendar all social media and mass emails monthly
 - Post on social media three times weekly (upcoming events, relevant blog articles or videos, ministry updates)
 - Support the creation of monthly mass eNewsletter
 - Create social media and website content plan for specific programs and events
4. Collaborate with ED on annual donor events and mailings
 - Support the creation of our Annual Report filling in metrics and testimonies
 - Revise donor campaigns annually to refresh the image
5. Listen and communicate "stories" and testimonies whenever possible, prompt program managers when necessary.

Skills and Qualification

- Two year's experience with Social Media Management or Marketing experience (or willing to show capability through portfolio of design work/creations)
- Knowledge in the fields of content creation, copywriting, graphic design, and web design.
- Social media data collection and analysis
- Strong verbal and written communication skills
- Creative in writing, problem solving, and expression
- Experience with all major social media platforms