

# [RESOLUTIONS] NORTHWEST

We facilitate honest dialogue to resolve conflict and advance racial and social justice.

## Social Media & Marketing Manager

**Application Deadline:** We will be accepting applications on a rolling basis until the position is filled. We will begin reviewing applications two weeks after the initial job posting.

### APPLICATION INSTRUCTIONS

**Please submit:**

- 1. Resume (and/or video)** highlighting your life, work, or volunteering experience that speaks to what you could bring to this position.
- 2. Cover Letter (and/or Video) that addresses:**
  - a. Previous experience with Social Media & Marketing
  - b. How you see the connection between equity and the position of a content curator/Social Media & Marketing Manager
  - c. Why you are interested in this job
- 3. Two examples of social media accounts or campaigns you've managed**

**Send completed application materials to:** [noah@resolutionsnorthwest.org](mailto:noah@resolutionsnorthwest.org)

**Hours:** 20 hours per week 0.5 FTE

**Compensation:** \$21,571/yr; health insurance; benefits

**Start Date:** As soon as filled

### POSITION SUMMARY

We are searching for a talented Social Media & Marketing Manager to represent our organization by building a social media presence for our brand. You will be responsible for curating original content, managing posts, responding to followers, and engaging influencers. As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views

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## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Manage all of RNW's social media accounts
- Design and implement social media strategy to align with business goals
- Curate, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Work with RNW Video Production & Media Specialist to optimize utilization of visual content
- Maintain and regularly post content to all of RNW's social media accounts
- Help to develop RNW's overall marketing strategy
- Develop marketing campaigns to support the organization's fee-based offerings – track and measure the success of said campaigns
- Monitor SEO and web traffic metrics
- Manage and utilize ad spends
- Communicate with followers, respond to queries in a timely manner and monitor client feedback
- Create quarterly newsletter; Email subscriber list about upcoming trainings and workshops
- Collaborate with RNW team members to ensure content is cohesive and up-to-date
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Create methods for promoting customer reviews on google, yelp, etc.

## **Administrative Responsibilities and Other Duties:**

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- Participate in organizational equity initiatives and actively work to integrate best practices for equity and empowerment personally and professionally.
- Participate in staff meetings and/or regularly connect with program teams to ensure marketing strategies align with each program's content and community/client offerings.
- Compile and summarize information and data at least quarterly and as requested.
- Other duties as assigned.

## **PHYSICAL DEMANDS**

1. Ability to execute required responsibilities including, but not limited to, regular public presentation, providing typed communication, and extended speaking and listening in person and on the phone. Presently all services are offered on-line.
2. Ability to travel to meetings in the Portland metropolitan area and beyond (when we are back in person).

Whenever necessary, RNW will make every effort to provide reasonable accommodations, in accordance with the ADA.

## **WORK ENVIRONMENT**

RNW is centered in Portland, OR. We are all currently working remotely, with access to a shared office space. We will continue to assess our physical space needs and adjust accordingly.

## **QUALIFICATIONS**

The following qualifications and skills will be needed on the job. If you have acquired them through lived experience or professional work, please show how you have demonstrated them. If not, please let us know what support you would need to acquire them.

## **Experience, Education and/or Training**

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- Proven ability to build social media communities
- Hands-on experience in content management on multiple platforms
- Excellent copywriting skills
- Knowledge of SEO, keyword research, Google analytics
- Ability to utilize ad spends (when available) productively on a minimal budget
- Ability to tailor content for individual social media platforms
- Ability to measure the success of campaigns
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to utilize these concepts throughout various forms of outreach
- Understanding of web and graphic design principles
- Excellent communication skills

## **Skills & Areas of Knowledge**

1. Demonstrated ability to recognize and address underlying issues of racial and social justice and equity.
2. Long-term lived experience, and on-going relationships, with diverse and under-represented communities.
3. Intercultural competency and responsiveness; strong cross-cultural communication and applied equity awareness.
4. Ability to work independently and collaboratively with a wide range of individuals & entities.
5. Demonstrated ability to prioritize among multiple projects and tasks and meet deadlines.
6. Willingness and ability to handle multiple tasks and conflicting priorities effectively.
7. Competency working with MS Office software (Word, Excel), database systems and familiarity with web-based data management systems (such as Caseload Manager and CiviCRM) and HTML formatting.

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8. Ability to manage flexible work schedule, including some evenings.

## **PREFERRED QUALIFICATIONS:**

We said it once and we'll say it again, if you're excited about this position we hope you apply - imposter syndrome is real and no one ever meets 100% of the qualifications.

*Resolutions Northwest embraces excellence through diversity, advocates the principles and spirit of affirmative action, and is strongly committed to the promotion of: race, gender, ability and class equity, throughout our programs and services. To this end, RNW is an equal opportunity employer. Candidates representing untapped communities are highly encouraged to apply.*

## **Mission and Values**

Resolutions Northwest is committed to the journey of shifting practices and structures to align with our values and mission. This is often a process of undoing, creating and committing to action for outcome shifts in pursuit of our mission of furthering racial and social justice. We are currently reorganizing to a flatter hierarchy, have pay equity across programs, seek increased collaboration across programs and engage our values while disengaging from white supremacy culture. We welcome candidates who have passion, willingness and commitment to walk in integrity with us on this path. We offer transparency that if typical hierarchical organizational structures are what you seek this may not be a good fit.

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