
Title HOPE Foundation Volunteer - Social Media Campaign Developer

Reports to HOPE Foundation Executive Director

Background and Purpose of To The Rescue HOPE Foundation:

The To The Rescue HOPE Foundation was established in November, 2020 and received a 501c3 Determination Letter in July, 2021.

The To The Rescue HOPE Foundation was established to secure funding and resources to improve the quality of lives for the at-risk population (primarily elderly and individuals with intellectual or developmental disabilities). Our mission is to empower and support at-risk individuals and those assisting them to live their best lives and our vision is to be the premier and largest recipient of grants, donations, etc. for the population we serve. The main focus areas in this effort are to support safe and affordable housing, employment opportunities, transportation, healthy living, community access, advocacy and other essential needs for the at-risk population in Iowa, Colorado and Arizona.

Position Summary: Support staff in developing and implementing social media / website outreach and promotional campaigns to boost brand engagement, further our reach, tell our story, increase awareness, support fundraising drives and increase donations. Tell a compelling story in 280 characters; use art and design to engage and inspire; leverage hashtags, emojis, and GIFs appropriately and effectively; and understand how communications and digital media tools can amplify an organization's brand and build relationships. Engage with diverse audiences through multiple channels and is as comfortable doing so online as in person. Through strategic thinking and creative storytelling, elevate our mission and programming.

Duties / Responsibilities: The duties / responsibilities may include, but are not limited to, the following:

- Manage and update the editorial calendar to reflect the HOPE Foundation marketing strategy and communications priorities. Create weekly and monthly editorial calendars to promote the Organization
- Assist in updating HOPE Foundation's website
- Assist with the design and execution of social media campaigns
- Research and create content for blogs, infographics, videos and press releases for social media and traditional news outlets
- Research and create content for emails and other communications
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support marketing team at live and online events
- Design or produce promotional materials such as posters and newsletters to promote, market or advertise fundraising events and programs
- Assist in designing promotional materials such as program flyers and event signage
- Curate and assist in the design of publications to showcase the HOPE Foundation's work
- Conduct keyword research and use SEO (search engine optimization) best practices to increase website traffic

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- Create, submit for posting and share high-quality, compelling and relevant content about the HOPE Foundation and mission-related news via social media channels, especially Instagram, Twitter and Facebook
 - Develop creative and innovative media (such as graphics and videos) to promote events, campaigns and programs
 - Design social media toolkits to engage users in amplifying our programs and campaigns
 - Monitor social media accounts and interact with users
 - Collect and review data to gauge and/or improve the effectiveness of social media strategies
 - Research and evaluate paid digital media opportunities to increase the visibility of the HOPE Foundation programs and campaigns
 - Stay informed of the social media space and emerging content trends, monitoring for conversations, activities and developments that may serve as opportunities for the HOPE Foundation
 - Lead the ideation and implementation of other social media strategies to help HOPE Foundation achieve set goals
 - Fully utilize Google for nonprofits and similar programs
 - Conduct outreach tasks to maintain and develop strategic partnerships
 - Prepare for and participate in physical and virtual events, such as national education conferences, webinars and youth summits
 - Support media relations tasks

Required Skills/Abilities:

- Excellent verbal and written communication skills
- Excellent editing skills
- Excellent organizational skills and attention to detail
- Strong leadership skills with ability to motivate and encourage others
- Proficient with Microsoft Office Suite or related software
- Superior attention to detail
- Possess a collaborative personality and be open to suggestions from team members
- Exemplify strong knowledge of industry protocols and best practices
- Excellent analytical skills and ability to accurately interpret complex documents
- Strong time management and organizational skills and able to meet deadlines
- Have a strong moral code and sense of ethics
- Proven social media campaign experience
- The ability to work in a fast-paced environment
- The ability to handle multiple projects concurrently



Education and Experience:

- Bachelor's Degree in related field highly preferred
- 5+ years prior website / social media experience
- Have, or be willing to obtain, a certification in website / social media marketing

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer
- Must be able to lift up to 15 pounds at times

Volunteer Name _____

Volunteer Signature _____ **Date** _____

Executive Director Name _____

Executive Director Signature _____ **Date** _____