

Officer of Marketing

This position is responsible for the Thriving Initiative's professional marketing and social media management. They create content for our Instagram and Facebook audiences and spearhead marketing new and continuing programs to the community.

Responsibilities:

- Create effective, inclusive, and accessible physical and digital marketing materials.
- Manage and create content for the organization's Instagram, Facebook, and YouTube accounts.
- Design and implement a social media strategy that directly aligns with *The Thriving Initiative's* goals and core values.
- Respond to direct messages on all social media accounts in a timely manner.
- Reach out to community providers and on-campus organizations to foster strong professional connections.
- Develop strategic communication plans to broaden awareness of *The Thriving Initiative* across stakeholder audiences.
- Spearhead research and collaborations with other organization's online presence.
- Host informational sessions, alongside the Officer of Public Relations, for members of the community to learn more about The Thriving Initiative.
- Work with the Officer of Public Relations to ensure brand consistency.
- Assist with fundraising initiatives, including occasional collaboration with the Officer of Fundraising to create development materials.
- Disseminate flyers and other marketing materials to promote The Thriving Initiative and/or upcoming events.
- Attend and productively contribute to biweekly team meetings.
- Attend and contribute to Public Relations and Marketing Committee meetings.
- Attend at least 75% of biweekly team and committee meetings, unless a scheduling conflict exists, in which case an alternative plan can be arranged.
- Maintain a high level of professionalism and represent *The Thriving Initiative* positively both within the organization and outwardly to the community.

Expectations:

We are looking for a passionate UCSB Undergraduate student striving to be a part of the change they'd like to see in the community. We are looking for someone who is devoted to our mission to "inspire resilience in response to violence by promoting holistic community healing initiatives." We understand there are a lot of expectations for this position, if selected, you will be thoroughly trained and prepared to take on each responsibility. We also offer continuous professional development and mentorship opportunities.

An ideal candidate should have:

- Strong communication skills
- Strong organizational skills and project implementation
- A strong passion for supporting survivors of interpersonal violence (sexual assault, stalking, dating and domestic violence).
- Ability to effectively advertise programming.
- Advanced organizational, written, and communication skills
- Exceptional attention to detail.
- A strong desire to help others and create an inclusive online space for the community.
- Ability to effectively communicate and convey ideas through technology.
- Strong project management skills and initiative.
- Artistic ability to create and effectively collaborate with others.

Questions or looking for another way to get involved?

If you have any additional questions about our organization, the application process, or want to connect about the organization, please contact us at: apply@thethrivinginitiative.org.

For more information on The Thriving Initiative and our upcoming programs please visit our website at <https://www.thethrivinginitiative.org/> and follow us on social media ([@thrivinginitiative](#))!

Apply at: <https://forms.gle/sjQ1E23o217CBhU66>