



Marketing Officer

This entry/intermediate level position, ideal for students pursuing marketing careers, is responsible for [*The Thriving Initiative's*](#) professional marketing and social media management. They create content for our Instagram, Facebook, and LinkedIn audiences and spearhead marketing of new and continuing programs to the community. This role's estimated weekly time commitment is 2 - 5 hours and varies by time of year.

This role works closely with other student volunteers and staff across departments, including our marketing specialist. This role reports to the Program Manager.

Responsibilities:

- Participate in scheduled trainings before starting in the role to learn about our mission, brand management, marketing cohesion
- Create original, effective, inclusive, and accessible physical and digital marketing materials
- Co-manage and create content for the organization's Instagram, Facebook, LinkedIn, and YouTube accounts
- Respond to direct messages on all social media accounts in a timely manner
- Collaborate with the program team to develop relevant content for survivors & allies
- In collaboration with the team, design and implement a social media strategy that aligns with *The Thriving Initiative's* goals and core values
- Initiate research on and collaborations with other organizations' online presence
- Reach out to community providers and on-campus organizations to foster strong professional connections and outreach possibilities
- In collaboration with the team, develop strategic communication plans to broaden awareness of *The Thriving Initiative* across audiences
- Work with other members of the marketing team to ensure brand consistency
- Assist with fundraising initiatives as needed by creating development materials
- Disseminate flyers and other marketing materials to promote *The Thriving Initiative* and/or upcoming events
- Attend and productively contribute to scheduled team meetings
- Attend at least 75% of biweekly team meetings, unless a scheduling conflict exists, in which case an alternative plan can be arranged
- Maintain high professionalism and represent The Thriving Initiative positively within the organization and outwardly to the community



Expectations:

We are looking for a passionate Undergraduate student striving to be a part of the change they'd like to see in the community. We are looking for someone 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, this is an entry/intermediate level volunteer position and if selected, you will be thoroughly trained and prepared to take on each responsibility. We also offer continuous professional development and mentorship opportunities. Our team is highly collaborative and built to help you develop and practice your marketing skills in a practical and meaningful environment.

An ideal candidate should have:

- A strong desire to help others and create an inclusive online space for the community
- Ability to effectively communicate and convey ideas through technology
- Ability to effectively advertise programs to increase campus outreach
- Exceptional attention to detail
- Strong communication skills
- A strong passion for supporting survivors of interpersonal violence (sexual assault, stalking, dating, and domestic violence)
- Advanced organizational, written, and communication skills
- Artistic ability and initiative to create engaging content
- Ability to effectively collaborate with others and be a part of a motivated team
- Experience working with Canva (or other content creation platforms such as Adobe) is preferred but not required

Learn more about our team: <https://www.thethrivinginitiative.org/apply>