

Job Announcement

Strategic Growth Marketing Specialist

Organization Description:

The Contingent is a 501 (c) (3) venture non-profit focused on sparking and holding initiatives to empower leaders and mobilize community for the common good. Since our inception we have centered the perspectives, skills and needs of people of color and low-income Oregonians to challenge the status quo and transform our communities: from the four corners of the block to the four corners of Oregon and beyond. We ask hard questions. We take risks. And we link arms with our neighbors, including business partners, faith communities*, and government agencies.

From mentoring to mobilizing volunteers to restructuring systems that work for some at the cost of others, we prioritize uplifting and empowering leaders to transform their communities. For more information about the initiatives of The Contingent, please visit www.thecontingent.org.

**If interested candidates would like to learn more about The Contingent's work with faith communities and how this external work is reflected in our internal rhythms, we would value the opportunity to share more! Please contact The Contingent's ED of Organizational Development, Kelly Bartz k.bartz@thecontingent.org for additional information.*

Position Summary:

The Contingent Strategic Growth Marketing Specialist is responsible for developing grassroots advocacy marketing tactics. In close collaboration with The Contingent's Director of Marketing, CEO and Executive Director of Strategic Growth, the Marketing Specialist will develop creative concepts and marketing messages to expand The Contingent, which will correlate with the launch of its Every Child initiative into jurisdictions outside of Oregon. In addition, The Contingent has a portfolio of ad hoc national expansion activities that will arise over time. This role will work closely with The Contingent Marketing Team to develop and execute strategies.

As the primary online voice for strategic growth, the Specialist will lead the charge as we posture The Third Way of engagement for mobilizing community and empowering leaders. On a daily basis, the Specialist will develop online content, dialogue with followers online, innovate and lead a year-long communications strategy and invite community members into deeper engagement.

As a member of the Marketing team, but representing Strategic Growth priorities and tone changes, the Specialist will need to demonstrate high initiative and strategy; asking for meetings, stories, and engagement to push the work forward and help audiences understand the collective movement.

Duties & Responsibilities:

Grassroots Advocacy and Marketing

- In collaboration with the Director of Marketing, CEO and others, establish key goals and strategies for expansion efforts
- Serve as primary point of contact for marketing vendor(s) who will assist in the development of creative marketing assets and manage projects through concept to execution
- Establish social media accounts and develop content
- Evaluate organic reach, build followers, and research influential voices in the foster care space
- Utilize earned media to amplify discussion of foster care topics on social media accounts

Strategist for Paid Digital Media

- Work with vendors to develop paid digital media campaigns
- Track paid digital budgets
- Develop creative concepts to achieve measurable objectives with Director of Marketing and vendors
- Monitor A/B test digital advertising sets to constantly iterate on high performing ads
- Collaborate with initiatives, CX and tech teams in audience development and evaluation
- Establish Key Performance Indicators (KPIs) for paid digital campaigns and monitor performance
- Work with Tech team to establish tracking tools to monitor and report on digital performance
- Work with Research, Evaluation, Innovation and Learning (REIL) team to establish key evaluation processes and reporting

Measurables:

- The Specialist's performance will be measured by:
 - Execution of marketing campaigns which meet deadlines and budgets
 - Development of marketing and social content for target jurisdictions
 - Level of engagement with audience(s) and amplification of the topic of foster care
 - Paid digital campaign results
 - KPI outcomes

Knowledge, Skills, and Abilities:

- Experience in successfully working with a diverse group of constituents utilizing multi-cultural intelligence, intentional listening, and appreciation and respect.
- A willingness to be "hands-on" and work in a lean, fast-paced organization with limited administrative support.
- Possess cultural and emotional intelligence and an ability to work with a diverse group of leaders.
- Bachelor's degree in Marketing, Communications, Multimedia Journalism or related.
- Excellent written and oral communication.

- Experience in advocacy and grassroots social and/or political campaigns
- Experienced digital marketer
- Skilled in use of social media platforms and up to date understanding of social media marketing
- Understanding of Microsoft Dynamics Marketing suite is a plus.

Personal Qualifications:

- Commitment to the mission of The Contingent, including Every Child, Know Me Now, Emerging Leaders, and Survival Is Not Enough (SINE).
- Relates well and works effectively with diverse groups of people who represent the range of ethnic, cultural and socio-economic backgrounds throughout Oregon and beyond.
- Ability to articulate a position on the importance of the faith community engaging vulnerable children, youth and families.
- Deep commitment to serving vulnerable kids and families and those in government who work with them
- Deep commitment to increasing the diversity of leadership around the state of Oregon.
- Adaptable to changing situations and processes.
- Legally eligible to work in the United States.

Employment Terms, Accountability, and Compensation:

- Full-time position with competitive salary, depending on experience
 - o This position requires two or more years of marketing experience. Salary range \$40k - \$46k annually, depending on experience.
- Comprehensive benefits including premium medical and dental insurance (covered fully for employee), generous paid holiday, vacation, sick, personal, and parental leave, as well as a flexible work environment

Anticipated Start Date:

February 15, 2022

Application Procedure:

Applicants must submit a letter of interest and a resume that includes name, positions, email addresses and phone numbers of three references that may be contacted. Screening of applicant materials will begin immediately, and applications will be accepted until the position is filled.

Application materials should be emailed to hire@thecontingent.org and CC Stacy Moe Kean at s.kean@thecontingent.org

All employment at The Contingent is "at will" and may be terminated by either the employee or the employer at any time for any reason, with or without cause, with or without prior notice or warning. Equal employment opportunity and having a diverse staff are fundamental principles of The Contingent. Upon hire, the

employee agrees to undergo a 90-day probationary period, which provides additional structure, scheduled check in meetings and opportunities to receive and give feedback to and from the employer.