

## The Contingent Job Announcement

Division: Mobilizing Community

Initiative: Every Child Arkansas

Position: Marketing Coordinator, ECAR

### Position Summary:

The Marketing Coordinator, ECAR will be the primary online voice for Every Child Arkansas. This position will invite the community to come alongside foster families, youth impacted by foster care, families of origin, adults in custody, and those who care for them.

As the primary online voice for this initiative, the Marketing Coordinator will lead the charge as we posture The Third Way of engagement in Arkansas. On a daily basis, the MC will develop online content, dialogue with followers online, craft monthly newsletters, innovate and lead a year-long communications strategy, manage relationships with our partner organizations, and invite community members into deeper engagement.

Every Child Arkansas has a network of community organizations that are doing important work in the foster care space in Arkansas, and these partnerships are vital to the success of Every Child Arkansas. The MC will collaborate with these partners to stay aware of important events and campaigns and share those activities with the Every Child Arkansas audience. The MC will need to demonstrate high initiative & strategy; asking for meetings, stories, and field engagement to push the work forward and help audiences understand the collective movement

From mentoring to mobilizing volunteers to restructuring systems that work for some at the cost of others, we prioritize empowering and mobilizing leaders to transform their communities. For more information about the initiatives of The Contingent, please visit [thecontingent.org](http://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](mailto:k.bartz@thecontingent.org) for additional information.

## Duties & Responsibilities:

### MOBILIZING COMMUNITY COMMUNICATIONS LIAISON

- Identify and document how to work directly with Every Child field staff and community partners to understand initiative priorities, collect stories, and offer strategy and guidance on how to engage communities across Arkansas.
- Participate in Every Child Arkansas meetings with partners as needed to integrate and elevate the work happening on the field.
- Represent the Every Child Arkansas needs and learnings within The Contingent’s Marketing Cohort and reflect back opportunities for partnership across The Contingent’s initiatives.
- Liaise with Pivot Group as needed to accomplish certain marketing objectives around social media (video, designs, etc.)

### NEWSLETTERS

- Oversee the execution of an Every Child Arkansas Statewide newsletter 1x/month on specified dates, as determined in partnership with the field team.
- Work directly with Every Child Arkansas team and partner organizations to procure content and stories for newsletters.
- Ensure Microsoft Dynamics 365 distribution lists are updated to reflect most recent subscribers and new donors, to be procured from Generosity and Investment team.

### SOCIAL MEDIA

#### Strategy

- Lead and document strategy for the Every Child Arkansas social media that complements the broad marketing plan put forth by the Marketing Cohort and enhances the goals of the field team
- Innovate online reach strategies that demonstrate creativity, build brand awareness, and an understanding of where social trends are moving
- Boost posts strategically that reach new audiences and maximize the appropriate social platforms for specific content
- Work alongside the Every Child Arkansas team and partner organizations as needed to develop and integrate campaign-specific priorities and posts. Document what the MC can offer to the team and how much advance notice is needed for quality campaign integration into the initiative’s content calendar.
- Provide ongoing social media support to Every Child Arkansas partners quarterly and as needed via request.
- Work in collaboration with the Marketing Team to evaluate social channels on a monthly basis. Research and propose new tactics or new social channels to increase engagement and achievement of objectives.
- Manage social media posts and brands on Facebook, Instagram, and Twitter for Every Child Arkansas.

#### Content

- Develop organic content and establish a pipeline for field staff to supplement stories, running all content through The Contingent’s social media filter.
- Connect with current volunteers, families served, and inquirers to gather content.

- Maintain a content calendar 4 weeks in advance for each initiative that builds in flexibility for ad hoc stories and announcements
- Create, write, or curate 4 engaging stories and images for Instagram & Facebook per week, in addition to 3 posts, adapting content for each channel as needed.
- Maintain and facilitate story bank – remind partners on a monthly basis of the upload form and communicate prior to large events the partner org might want Every Child Arkansas to highlight.
- Schedule 1 organic photoshoot per quarter to increase the bank of organic photos. Actively learn of and participate at in-person field activities where photos can be gathered.
- Monitor comments online, and engage with followers; delegating this responsibility during times away
- Provide constructive feedback to field team members about what resonates best with our online audience when they share content to the MC

### Reporting

- Provide monthly reports to The Contingent marketing team on the following: number of new followers, engagement indicators, areas of interest and focus online, and trends to watch, helping to develop the key measures to watch
- Develop and conduct an annual retrospective audit each January of online reach, relevancy, and impact for each online platform for Every Child Arkansas.
- Work alongside the Director of Marketing & Communications and Associate Director of Strategic Growth Marketing to prepare analytics as needed for informing and refining strategy

### Success Metrics:

The Marketing Coordinator's performance will be measured by:

- Growth in online engagement year over year, as indicated by the monthly report and quarterly marketing measurable objectives.
- Successful deployment of newsletters at the frequency requested, with higher-than-average opening rates.
- Communications strategy managed and communicated to field teams.
- Quality of organic content and increased reach, as a result.
- Meeting measurable objectives established by the Marketing team plan, which will be evaluated on a quarterly basis.

### Knowledge, Skills, and Abilities:

- Bachelor's degree or at least 2 years demonstrated success in program coordination
- This role is ideal for someone with knowledge or lived experience re: the foster care system
- Proficient with social media channels; Facebook, Instagram, Twitter, and LinkedIn.
- Solid understanding of social media marketing
- Experience and proficiency with social media management Proficient in Microsoft Office applications (Word, Excel, PowerPoint, Outlook), experience with SharePoint and Microsoft Teams is preferred
- Proficient in Asana or other task and project management software is preferred

- Experience working with Microsoft Dynamics 365, or another CRM (Customer Relations Management) platform
- Experience in successfully working with a diverse group of cultures and socio-economic backgrounds
- Utilize multi-cultural intelligence, intentional listening, and appreciation and respect to engage with a diverse group of constituents
- The role is highly administrative and requires a candidate with attention to detail, energy for documentation and coordination, and warmth for engaging program participants
- Demonstrates strong data management skills; excellent ability to enter, track, analyze and provide recommendations and learnings on data based on insight
- Effective communicator with strong written, verbal, and public speaking skills that is experienced in engaging with diverse audiences

### Personal Qualifications:

- Experience in successfully working with a diverse group of constituents utilizing multi-cultural intelligence, intentional listening, and appreciation and respect
- Experience supporting teams of entry-level professionals and coaching rising leaders in their development
- 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
- Demonstrates a passion for operational, technical, and customer experience excellence
- Ability to articulate a position on the importance of the faith community engaging vulnerable children, youth, and families
- Commitment to the mission of The Contingent, including its initiatives: Every Child, Emerging Leaders, and SINE
- Deep commitment to increasing the diversity of leadership around the state of Arkansas
- Deep commitment to serving under-represented kids, youth, and families and those in government who work with them
- Relates well and works effectively with diverse groups of stakeholders who represent the range of ethnic, cultural, and socio-economic backgrounds throughout Arkansas

### Employment Terms, Accountability, and Compensation:

- Full-time (40 hours), exempt position, salary depending on experience (\$43,000 – \$48,000)
- The Contingent has a flexible work model that supports a blend of in-office, remote and on-the-go workers
- Due to our growth, we have team members located in multiple time zones. To facilitate collaboration, core hours for this position are 9-3 pm PST
- Comprehensive benefits including premium medical, vision, and dental insurance (covered fully for employee and partially for spouse and/or dependents) generous paid holiday, vacation, sick, personal, and parental leave

- The Contingent is in a position to model other-centered love in action. This is our primary driver. We accept our leadership responsibility to one another and to the people of Arkansas. As of October 1, 2021, The Contingent requires all employees to be fully vaccinated.
- Legally eligible to work in the United States

## Anticipated Start Date:

February 13, 2023

## Application Procedure:

Those interested in this position must submit the following:

1. Letter of interest
2. Resume
3. Three references including:
  - o First and Last name
  - o Role
  - o A brief description of their relationship to you
  - o Contact Information (email + phone number where they may be reached)

Screening of applicant materials will begin immediately, and applications will be accepted until the position is filled.

Application materials should be emailed with a subject line containing "Marketing Coordinator, ECAR to [hire@thecontingent.org](mailto:hire@thecontingent.org)

***\*\*"Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At The Contingent we are dedicated to building a diverse, inclusive, and authentic workplace, so if you are excited about this role but your experience does not align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles."***

*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.*

Equal Opportunity Employer

