ORGANIZATIONAL BACKGROUND

First Peoples Fund (FPF) is a national non-profit organization founded in 1995. Its mission is to honor and support the Collective Spirit® of First Peoples artists and culture bearers. Collective Spirit® is that which manifests a self-awareness and sense of responsibility to sustain the cultural fabric of a community. Collective Spirit moves each of us to stand up and make a difference, to pass on ancestral knowledge, and simply extend a hand of generosity. First Peoples Fund recognizes the power of art and culture to bring about positive change in Native communities, beginning with individual artists and their families.

Through grants and awards, First Peoples Fund provides Indigenous artists and cultural bearers with monetary support, networks, financial services and training to flourish as entrepreneurs and community leaders. FPF community and youth development programs support artists and culture bearers in teaching cultural and entrepreneurial practices, deepening artistic and cultural identity and increasing access to financial resources. Our programs include the training and mentorship our partners need to be successful.

PROJECT SUMMARY

First Peoples Fund is actively recruiting for a Social & Digital Media Coordinator to create content for and monitor FPF’s social media accounts. This role also assists with the development and management of digital media for projects and campaigns.

We seek to hire a contractor who is on top of current marketing and social media-related trends that has a proven track record of creating engaging social and digital media content. The Social & Digital Media Coordinator must have strong design, writing and organizational skills that collectively result in effective communications. An ability to complete projects and be responsive in a timely manner are crucial components of this role. This includes collaborating with the Communications team in the planning and development of content while maintaining and developing a consistent content schedule according to overall editorial and project goals and timelines.

Responsibilities and duties

● Create visual assets and messaging for social media and marketing campaigns.
● Develop and maintain an optimal posting schedule that promotes FPF’s programming and events, our affiliated artists and culture bearers, editorial content generated by the Communications team, website content, fundraising efforts, etc.
● Monitor and facilitate online conversations with followers and respond to queries.
● Conduct a monthly analysis that measures the effectiveness of our social media activity. Share with the Advancement & Communications team.
● Research audience preferences and discover current trends. Observe follower engagement and affiliated artists’ activity.
● Assist with website management.
● Coordinate social media marketing goals and objectives with other means of communication.
Attend meetings as requested and as schedule permits.

**Qualifications and background**

- Proven work experience as a social media content creator, manager, and coordinator with the ability to deliver creative content (text, image, and video) in a timely and agile manner by designated deadlines.
- Experience working for a non-profit, Native and/or arts and culture organization preferred.
- Expertise in multiple social media platforms (Instagram, Facebook, LinkedIn, Twitter, Hootsuite)
- Knowledge and experience with search engine optimization, keyword search and Google Analytics.
- Expertise working with Adobe Suite (InDesign, Illustrator, Photoshop, FinalCut) and other design software programs. Experience working with Canva.
- Ability to work independently and in a team environment by effectively communicating and contributing to projects
- Strong ability to multitask, organize, prioritize and apply analytical skills
- Undergraduate degree in marketing, new media, or experience (5+ years) in a relevant field preferred.

**Work location:**

- This is a remote, contract position.

To apply please email a cover letter and resume to info@firstpeoplesfund.org with the position title in the subject line.