Online Content Coordinator for Wellspring International-Contract Position

PURPOSE:

To oversee the online presence of Wellspring International. This is a part-time, contract position with a monthly stipend.

SUPERVISION:

This position reports directly to the Operations Manager and Senior Project Analyst of Wellspring International.

RESPONSIBILITIES:

The Online Content Coordinator is a highly motivated, creative individual with experience and a passion for managing social media content. He/she possesses knowledge, understanding, and sensitivity of humanitarian issues in order to be the voice of Wellspring International online.

- Work with Wellspring International leadership to develop and implement a content editorial calendar
- Manage the implementation of Wellspring International’s social media day-to-day activities in alignment with Wellspring’s core values including:
  - Develop relevant content topics to reach Wellspring’s target following.
  - Create, curate, and manage online published content with a minimum of two posts per week. All scheduled posts should be submitted a week in advance for approval. Ideas that are more pressing for a post can be reviewed on a case by case status.
  - Oversee design of social media platforms (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
  - Design, create and manage promotions and Social ad campaigns.
  - Compile monthly reports for management showing results.
- Monitor effective benchmarks for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

- Advocate for Wellspring International in social media spaces, engaging in dialogues and answering questions where appropriate.

QUALIFICATIONS:

- Applicant must have comparable work experience, or an equivalent combination of education, experience and training that enables the applicant to meet the job requirements
- Possess knowledge and experience in the tenets of traditional marketing.
- Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, etc.) and how each platform can be deployed in different scenarios.
- Knowledge of international development issues, specifically, international women’s issues
- Understanding of the heart and mission of Wellspring International with sensitivity to the beneficiaries
- Strong, effective written and spoken communication skills
- Flexible and adaptive
- Must be a team player and be willing to receive and act on direction
- Self-starter, able to manage time and schedule independently
- Evidence of and a commitment to practice a high level of confidentiality.
- Must be able to relate on a cross-cultural level
- Must possess exceptional written and verbal communication skills.
- Must be able to work with minimum supervision

To apply, send a copy of resume and sample of work to info@wellspringinternational.org