



Posting Date: May 16th 2019

Position Title: Social Media & Marketing Coordinator

Reports To: Executive Director

Status: Full-Time, Exempt

Background:

Take Control Initiative (TCI) is a Tulsa County based organization that works to empower women* by removing barriers to access for all contraception through education, outreach and free clinical services. We work collaboratively with over 200 community partners, 20+ health center sites and several state and national organizations. TCI operates at the intersection of health and education with the underlying belief that individuals will make the best decisions for themselves when equipped with information and resources.

Our team consists of Education/Outreach, Clinical Services, and Data/Policy departments. We utilize collective impact and grassroots organizing principles, while recognizing transformational impact requires action at individual, relational, and system levels. TCI's organizational core values are Equity, Access & Innovation.

* includes trans, cis, gender-nonconforming, and non-binary women

Position Summary:

The Social Media & Marketing Coordinator oversees integrated marketing and communications for TCI, with creative solutions spanning print and digital materials, across programs, platforms and tools. Team players and creative thinkers with a passion for branding, storytelling, collaborating, activating, and measuring are ideal for this role. This position reports to the Executive Director and works in close collaboration with the entire team.

Essential Duties & Responsibilities:

- Develop and maintain a fun, relevant and effective creative framework and content to promote TCI values, goals and brand for audiences including community members, partners and funders
- Manage all aspects of TCI social media across multiple platforms including daily posting, content curation and cultivation, and ad set development, deployment and analysis
- Research and analyze cultural, marketing, nonprofit, and public health trends to inform creative concepts and strategies
- Strategically develop marketing campaigns and materials across platforms, public ad spaces and community events
- Cultivate and manage online dialogue by listening and being responsive to what users are saying in a timely manner
- Conceptualize and design collateral material, graphics, multi-media, and other creative products

- Assist in managing the social media and marketing budget in coordination with the Executive Director and Education & Outreach Director
- Plan and execute engaging livestreams and video content
- Produce consistent design work that demonstrates a strong understanding of design principles, layout, typography, color, aesthetics and brand
- Collaborate with all departments and support the execution of partnership projects from ideation through completion
- Analyze data provided by Google Analytics, Facebook Ads Manager and other relevant sources to inform digital strategy
- Assist in the development and creation of communications for stakeholders, i.e.: TCI Annual Report, quarterly newsletter
- Prepare reports to update staff on online usage statistics, and progress toward goals
- Assist with any events as needed and arrange for or be a social media presence at events

Experience and Education:

- Bachelor's degree in Marketing, Communications and/or Graphic Design preferred
- Spanish language skills preferred

Required Skills:

- Proficient in the Microsoft Suite (Office and Google Drive)
- Proficient in Adobe Illustrator and Photoshop (with full Creative Suite a plus)
- Ability and experience in working across social media platforms including, but not limited to: Facebook, Instagram and Snapchat
- Ability to build relationships and create alignment with staff and individuals from a wide range of perspectives
- Ability to multitask across multiple program platforms
- Ability to project plan, track tasks, assess progress, and follow through on the execution of plans
- Ability to execute best practices testing: Collect, track, verify, analyze, and interpret data for digital campaigns
- Strong professional writing skills
- Strong organizational abilities and attention to detail
- Ability to prioritize, stay proactive, take ownership, multi-task, and drive projects forward
- Experience with content management systems such as Word Press, Wix, or Squarespace a plus
- Goal-focused determination and a growth mindset
- Ability to exercise sound, independent judgement in a fast-paced environment
- Must be able to travel (sometimes nationally and overnight) on occasion

We want to hear from you if:

- You are passionate about health and educational equity
- You enjoy working in a collaborative, open-concept environment and forging new connections
- You are curious, innovative and willing to learn and adapt
- You are looking for an opportunity to grow creatively and professionally
- You are a self-starter, capable of working on a team and independently

How to apply: Send us an email with a PDF version of your cover letter and resume. Submissions can be sent to takecontrol918@gmail.com with **Social Media & Marketing Coordinator** in the subject line.

Take Control Initiative is a partner organization fiscally sponsored by the Tulsa Community Foundation (TCF). Take Control Initiative & Tulsa Community Foundation is an equal opportunity employer and does not discriminate on the basis of race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, military status, or any other basis made unlawful by applicable federal, state, or local laws or regulations. We are an e-Verify employer.

If you have a difficulty applying for any job posted on Tulsa Community Foundation's website because a disability prevents you from using the online system, Tulsa Community Foundation offers the following alternate application procedure. Please contact Human Resources at 918-494-8823, and TCF will arrange for an alternate method of applying and will consider your application together with all other applications received for the job. Please call only for such application assistance.