

## JOB DESCRIPTION: YouthWell Marketing & Project Management

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YouthWell works with our community partners on youth mental health and wellness with a focus on early intervention and prevention. Seeking an individual who has a passion for mental health with project management and marketing experience. Part-time position with flexible hours that can be done remotely. Opportunity for growth.

### ROLES & RESPONSIBILITIES

- Oversee 2022 social awareness campaign (Our Mental Health Matters) & social media management
  - Manage YouthWell's social media platforms (Facebook, Twitter, Instagram, LinkedIn).
  - Build community engagement, increase followers, set goals and monitor online activity.
  - Responsible for managing calendar, curating content and executing our social media strategy and messaging. Work with interns to design and create posts on Canva.  
(content: directory, workshops, YMHFA, feature our partners, self-care tips, mh facts, testimonials)
  - Oversee our college interns who assist with our social media outreach.
- Manage MailChimp eNewsletter editorial calendar. Help create and edit content. Expand subscriber base.
- Website: Help keep online Community Calendar current by reaching out to partnering organizations.
- YouthWell Partner Engagement: Participate in all YouthWell Partner Collaborative meetings (4x/year).
- Send eblasts and write press releases and submit to the media to promote community workshops.
- Donor Relations: Help write donor thank you notes.

### QUALIFICATIONS & SKILLS NEEDED

\*BA degree

- Takes initiative and is a self-starter with the ability to work independently with minimal supervision. Is a solution seeker who demonstrates mature judgment, problem-solving and critical thinking skills.
- Planning & Organizing – Project management experience. Detail oriented with good multi-tasking ability. Strong organizational and time-management skills with the ability to prioritize competing responsibilities. Uses time efficiently; sets goals; develops action plans and takes responsibility for implementing them.
- Strong communication skills – Speak and write clearly and informatively; able to effectively present information; listen to others; work with discretion and maintain confidentiality.
- Dependability – Can be relied on to meet deadlines; responds to direction; takes responsibility for own actions; keeps commitments; displays strong commitment to completing projects. Asks for help when needed.
- Technical Skills...
  - Experience managing social media platforms with a strong understanding of best practices to optimize engagement and traffic, social media advertising, and social analytics tools. (Instagram, LinkedIn, Twitter and Facebook.)
  - Strong computer proficiency, including Google Drive, Docs, Spreadsheets, and Slides.
  - Experience with Canva and/or Photoshop to develop ads/posts for social media.
  - Experience with MailChimp is a plus but not required.
  - Experience with using Wordpress website platform or willingness to learn is a plus.
- Professional – Positive and flexible, can-do attitude with ability to work collaboratively. Approach others with tact; able to identify and resolve problems; react well under pressure; treat others with respect; follow through on commitments; work with integrity and uphold the values of YouthWell.
- Ability to work flexible hours which includes very occasional evening and weekend activities. Applicants can decide on anywhere from 10-18 hours a week and we will adjust job responsibilities. Looking for someone who can make at least a 1 year commitment.

### SALARY & HOURS

Submit resume to [Info@YouthWell.org](mailto:Info@YouthWell.org)

- \$18-\$25 Hour DOE
- Part-Time Non-Exempt - 10-18 hrs week
- Position reports to YouthWell Executive Director in collaboration with fiscal sponsor, Community Partners.