



Our Mission:

Our Place Community Outreach respectfully welcomes our Spokane neighbors by providing basic needs and services, bringing hope for an improved future. Our team of donors, staff and volunteers gladly serves anyone in need of food, clothing, personal hygiene products, laundry facilities, bus passes, and utility assistance. Our goal is to assist Spokane families with their basic needs so that they can focus on their housing expenditures and other vital bills rather than just survival.

Professional Opportunity: Social Media Coordinator & Outreach Assistant

Our Place Community Outreach is on the hunt for a Social Media Coordinator & Outreach Assistant. This position would coordinate and oversee our social media platforms, including but not limited to Facebook, Instagram, and TikTok, as well as assist our volunteer coordinator with outreach.

Why you should become our Social Media Coordinator & Outreach Assistant:

In addition to being a professional development opportunity, this is also a wonderful opportunity to engage with and address the immediate needs of Spokane community members. As you implement your understanding of social media channels and optimize engaging content, you will be learning about our community and helping people access the available emergency resources that Our Place has to offer.

Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share weekly content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize Our Place pages within each platform to increase the visibility of Our Place's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with various departments (food, clothing, hygiene) and identify key team members to coordinate actions, communicate with about current inventory, and appropriately manage online content
- Record weekly inventory of outreach bin
- Engage in biweekly meetings with the team to discuss a weekly social media game plan
- Review and answer messages on FaceBook
- Fulfill some social media requests made by other team members
- Capture photographs of service and/or volunteers in action
- Update current resource sheets and restock inventory with updated ones
- Investigate and fact-check resources that come our way
- Help to set up the resource table if Alyx is with otherwise occupied
- Substitute for Kat on the pre-service Facebook live video of the Free Fresh Market products when needed

Requirements and skills

- Positive attitude, detail and customer oriented mind-set
- Well-developed multitasking and organizational abilities

- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels

Preferred Qualifications

- Proven working experience in social media marketing or as a Digital Media Specialist
- Adequate knowledge of web design, web development, CRO and SEO
- Fluency in English
- Aspiring to complete a BS in relatable fields, such as Communications, Marketing, Business, New Media or Public Relations.

Contact Kat Hartsell, Our Place's Assistant Director, at kath@ourplacespokane.org with any questions.