



Full Time Marketing and Outreach Coordinator

General Description: The Marketing and Outreach Coordinator position will lead all marketing, social media marketing, outreach event marketing/planning, and design efforts for the agency to LGBTQIA+ youth and young adults 18 - 24 in San Antonio and Bexar County who are experiencing homelessness and/or sexual exploitation. This position will collaborate closely with the administrative team to promote the Thrive brand to future program participants, supporters, and employers and foster communication and awareness among Thrive staff, program participants, board members, and volunteers

Who should apply?

Economic justice and opportunity for people with non-traditional career experience but who have lived experience is core to the Thrive philosophy. With that in mind, while there are some core skills outlined below, it is not expected that one person will have every skill.

We not only encourage but **request** that people who possess some, but not all, of the skills and/or experiences outlined in this job description still apply. People from marginalized communities, particularly people who identify as LGBTQIA+, formerly homeless, and BIPOC, are especially encouraged to apply because, historically, these groups have been kept from employment despite consistently fighting for everyone's liberation.

Essential Responsibilities:

- Manage our digital content calendar across Instagram, Facebook, Twitter, LinkedIn, Tiktok, Email, and Blog
- Create concise, eye-catching, and innovative digital content for our social media platforms, emails, and blog, leaning into graphics, video, trends, and other creative opportunities to elevate our messaging
- Generate opportunities to identify and engage supporters for our campaigns and drive measurable online actions
- Collaborate with staff to develop content based on our cases and campaigns that advance our mission to reach homeless LGBTQIA+ youth in Texas
- Research and stay up-to-date with the latest news related to LGBTQIA+ and homelessness to identify opportunities and rapid response moments for Thrive Youth Center to comment on breaking news
- Review and edit draft content, written, graphic, and video, of other Thrive staff for our digital channels
- Understand and apply data analytics related to our email list, social channels, and website to improve the effectiveness of our digital strategy
- Use digital advertising to segment and target our audience as well as identify new followers to join our audience

Event Planning & Coordination

- Assist F&D Manager in event planning, to include logistics, coordination, and execution
- Research or establish partnership opportunities between Thrive and other organizations, local businesses, corporate or national entities
- Create or contribute to the design of cohesive event-specific marketing materials

Grant Writing and Data Activities

- Research funding new opportunities and collaborate with ED/AD/F&D Manager on the grant application calendar
- Create or contribute to grant proposals
- Contribute to current organizational data and/or develop additional improvements to current means of data collection
- Establish long-term Thrive youth data collection process and success measures database

Other Duties:

- Responsible for adhering to all policies and procedures as outlined in the Employee Handbook and other departmental procedure manuals
- Other duties may be assigned as the workflow changes

Education

- Bachelor's Degree from an accredited college or university
- Master's degree preferred

Experience

- Clear commitment to LGBTQIA+ community and ending homelessness in Texas
- Experience with social media management systems
- Excellent strategic thinker and experience developing communication plans
- Experience drafting communication pieces, including press releases, blog posts, email blasts, and communication with funders, including grant reports and proposals
- Experience creating graphics in Canva and creating videos for use on our social platforms, including leveraging trends on Social Media to enhance reach

Skills

- Bilingual in English and Spanish is preferred
- Experience planning and executing events
- Graphic design experience, including video editing for TikTok and Instagram, is strongly preferred
- Experience with website and social media platforms as both creator and ad manager
- Experience designing eye-catching and contemporary graphics and digital content
- Proficiency in Canva
- Experience with campaign marketing
- Must be able to work evening and weekend hours when needed
- Valid Texas Driver's License and Insurance required

Compensation: \$45,000 - \$50,000

This position is grant-funded. Please note Thrive does not currently offer health benefits. Though we are exploring options to offer soon, we believe it is essential to be transparent with job applicants.

Reports to: Fundraising and Development Manager

Interested applicants should submit a resume and three examples of previous social media work via email to Jenny Hixon at jenny@thriveyouthcenter.org