



Title: HoPe LinkedIn Coordinator

Position Type: Volunteer position

Reports to: Director of Marketing

Contact: Send questions to paulina.ponce@hopestrong.org

Duties and Responsibilities:

- Manage HoPe LinkedIn content calendar to ensure strategic and intentional posting schedule.
- Upload and caption all HoPe LinkedIn content.
- Repost tagged content to story from partners etc.
- Record HoPe LinkedIn data (follower count, interactions, likes, etc.)
- Respond to HoPe LinkedIn Direct Messages in a timely manner.
 - Use HoPe-ified Voice
- Interact with followers and other approved LinkedIn accounts
- Maintain proper HoPe Social Media Online Etiquette
- Be an advocate and believer in HoPe's brand (colors, voice, strategy, etc.)
- Keep constant and clear communication with the Marketing team.
- Partake in weekly meetings with the Director of Marketing.
- Partake in meetings with Marketing Team as needed
- Implement additional projects and tasks as assigned by the Director of Marketing

Qualifications:

- College student or young professional
- Strong commitment to HoPe's mission and values
- Demonstrated interest/experience in the Digital Media/Marketing, Social Media Managing, Relationship Building, and Professional Development/Networking
- Outstanding written and verbal communication skills in English required
- Energetic, personable, and creative with an ability to relate well to diverse populations
- Deadline oriented and able to take initiative and work well under pressure
- Strong ability to plan and manage multiple projects with high attention to detail
- Excellent time management skills, work effectively in teams, excellent organizational skills, ethical and moral character, strong leadership skills
- Proficiency in Canva, Google Drive (including Docs, Sheets, and Calendar), Slack, and LinkedIn required.
- Must be willing to commit for the whole 2021-2022 academic year

Time Commitment: 5-7 hours per week



**We are open to working with academic institutions for this position to count as internship credit. Please indicate in your application if you are interested in pursuing this.*