



TREEHOUSE

ENDING HOPELESSNESS AMONG TEENS

Content Strategist

JOB TITLE: Content Strategist

DEPARTMENT: Outreach

REPORTS TO: VP of Outreach

STATUS: Full-time or contract

CLASSIFICATION: Exempt

WORK HOURS: Monday-Friday regular business hours with flexibility for events or projects

ABOUT TREEHOUSE

TreeHouse is on a mission to end hopelessness among teens. Through safe, grace-based environments and one-to-one mentoring, teens build healthy relationships, better coping skills and a sense of purpose rooted in the living hope of Jesus, unleashing untold potential in themselves and their communities. TreeHouse staff are grounded in the core values of GRACE (Growth, Relationships, Authenticity, Community, Empowerment) that determine how we build relationships with donors, partners, volunteers, fellow staff, and teens. TreeHouse serves over 3,000 teens annually across 7 states and is growing to lead the nation in ending hopelessness among teens.

GENERAL TREEHOUSE STAFF REQUIREMENT

By God's grace, TreeHouse staff live out Christian faith and values in ways that are consistent with the teachings of Scripture and by participating in a fellowship of believers for spiritual enrichment, encouragement, support, and accountability.

JOB SUMMARY

The Content Strategist will support the TreeHouse Partner and Directly Operated sites in fulfilling our online strategy to create engaging and timely content for teens and staff and effectively distribute the content through various platforms. They will find creative ways to utilize social media to retain current teens and recruit new teens/partners.

ESSENTIAL JOB FUNCTIONS

- Lead the Content Creation Team-a team of TPN and Outreach staff whose role is to create timely and engaging virtual content for teens and staff.
- Market this content through social media to recruit new teens and partner sites.
- Strategize and improve content delivery and promotion of Fresh Insights and our online curriculum on Treesources (website and app).
- Assist Outreach/TPN leadership in developing and refining an overarching online strategy
- Maximize social media by testing different marketing opportunities to recruit new teens

- Connect and partner with the marketing team to align goals and share content
- Explore creative options to engage teens virtually e.g. social media, activities, program.
- Manage the video room at the PTC by empowering staff and volunteers to grow in their video recording and editing skills and helping as needed.
- Assist Outreach and TPN sites with their social media strategy that best fits the needs of their community.

QUALIFICATIONS

- Self-motivated with ability to meet deadlines independently and as part of a team
- Instagram, Tik Tok and Facebook marketing skills preferred
- Ability to lead staff across multiple departments
- Strategic thinker
- Strong interpersonal skills; ability to forge positive working relationships with a wide variety of people
- 1-3 years experience working with teens
- Ability to manage multiple projects and priorities
- Creative skills to explore new ideas and discern which to execute on
- Proven skills with video production preferred
- Excellent written and verbal communication skills
- Mature faith in Jesus Christ which is compatible with the TreeHouse statement of faith and philosophy of ministry
- Commitment to the Vision, Mission, and Core Values of TreeHouse