



TREEHOUSE

ENDING HOPELESSNESS AMONG TEENS

MARKETING + SOCIAL MEDIA COORDINATOR

DEPARTMENT: Marketing & Communication

REPORTS TO: VP of Marketing and Communications and Content Distribution

LOCATION: Program Training Center – St. Louis Park, MN

STATUS: Full-Time (40 hours per week)

CLASSIFICATION: Exempt

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

SALARY RANGE: \$45,000 to \$55,000 annually

ABOUT TREEHOUSE

TreeHouse is on a mission to end hopelessness among teens. Through safe, grace-based environments and one-to-one mentoring, teens build resiliency, form healthy relationships, establish positive coping skills, and actively plan for their futures. Transformation happens from the inside out as teens come to believe they are lovable, capable, and worthwhile. Our vision is for every teen to be rooted in the living hope of Jesus—unleashing untold potential in themselves and their communities.

TreeHouse culture includes a strong commitment to intercultural ministry, and staff are grounded in the core values of GRACE (Growth, Relationships, Authenticity, Community, Empowerment). Both determine how we build healthy relationships with diverse populations of teens, alumni, donors, colleagues, volunteers, network sites, and the general public. TreeHouse is growing to lead the nation as a training and equipping organization in the area of mental health informed youth ministry.

TreeHouse values diversity in the workplace, we take pride in hiring a variety of candidates.

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 Marketing + Social Media Coordinator will support the organization by managing the creation of content of TreeHouse's social platforms, as well as implementing the marketing strategy. This position will enhance the effectiveness of the department by working alongside the Marcom team in order to achieve the set goals for marketing and social media.

ESSENTIAL JOB FUNCTIONS

Marketing: 50%

- Implement strategic integrated marketing plans as given by VP
- Execute and manage plans on time and on budget. This includes content development and syndication through a variety of donor-facing channels, promotion of events, managing timelines, providing progress updates to internal and external partners, and measuring the efficacy of the work based on specific goals
- Execute and help set email marketing plan for all event campaigns, fundraisers, and email marketing for the org
- Oversee, manage, and work with external contractor to keep website up to date
- Stay up to date on trends and strategies to increase engagement via the website and other channels
- Media relations activities including writing press releases and media alert
- Event support
- Maintain a thorough understanding of brand guidelines
- Maintain a thorough understanding of specific messaging and sub brands
- Google AdWords nonprofit account support
- Digital advertising support and implementation
- Content management and video cataloging

Social Media: 50%

- Support in the creation of creative content directed by the VP, Marketing/Comm through the queue
- Responsible for filming, editing, posting, and producing content as needed
- Support the Marketing Department as needed with creative content necessary to fulfill initiative plans
- Refine and inform TreeHouse's social media strategies and collaborate when needed with internal department Directors
- Create monthly social media plans and curate content that aligns with the established social media strategy
- Stay abreast of applicable trends and strategies that would push TreeHouse platforms towards their goals
- Respond to comments and DM's in a timely manner
- Direct/capture content on and off-site
- Capturing occasional content from our Training Sites within the Metro (usually Tues/Thurs evenings)
- Attending weekly Team Meetings, and once a month All Staff Training
- Engage in personal and team development opportunities presented by TreeHouse leadership
- Travel: 5% mostly local
- Attend and participate in all TreeHouse Sponsored events
- Perform other duties and responsibilities as assigned

QUALIFICATIONS

- Mature faith in Jesus Christ which is compatible with the TreeHouse statement of faith and philosophy of ministry
- Practical knowledge, experience, or capacity to learn the necessary technology and systems
- Strong attention to detail with a commitment toward excellence in content creation and production
- Work independently with little supervision and in a team environment
- Excellent organizational and planning skills with the ability to manage projects simultaneously and with great attention to detail
- Agility to work with changing schedules, deadlines, and travel (although limited travel) details
- Servant heart and attitude, serving as a team player and ready to help where needed
- A model of Christian integrity, diligence in work and persistence in pursuing and exceeding objectives
- A passion for the cause to end hopelessness among teens
- Professional demeanor and approach and behavior consistent with the standards contained in TreeHouse manuals (i.e. Employee Manual, etc.)
- Strong interpersonal skills (emotional intelligence) and the ability to be highly adaptable, forging positive working relationships with a wide variety of people in a non-profit environment
- Ability to manage changing priorities with a positive, collaborative attitude
- Self-motivated with ability to meet deadlines independently and as part of a team
- Excellent written and verbal communication skills
- Sound judgment and understanding of confidentiality

COMPENSATION

- This full time, salaried position pays between \$45,000 and \$55,000 annually depending on experience and qualifications. TreeHouse's comprehensive benefits package for full-time employees includes; medical, dental, vision, life insurance, short-term and long-term disability, retirement plan, paid time off and employee assistance program.

If you are interested in applying for this position, please visit;

www.TreeHouseHope.org/careers

Position is open until filled.