

We are Good+Foundation.

SOCIAL MEDIA & MARKETING COORDINATOR

POSITION SUMMARY

Good+Foundation is a leading national non-profit that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers, and caregivers, creating an upward trajectory for the whole family. The organization partners intensively with a vetted network of social service programs to pair goods – such as cribs, car seats, and diapers – with counseling, employment assistance, co-parenting classes, and more. With operations in New York City and Los Angeles, Good+Foundation has provided more than \$112 million in essential goods since 2001. In recent years, Good+Foundation has added a Family Cash grants microgrants program to its in-kind donation model, providing more than \$1.1 million in cash assistance to date. Visit www.goodplusfoundation.org for more information.

The Social Media & Marketing Coordinator will execute the organization's social media and email marketing strategy, including writing copy, creating visual assets, and maintaining a robust content calendar that centers Good+Foundation's mission and achievements as well as partnership deliverables. This is a cross-functioning position that assists with meeting the overall financial goals of Good+Foundation and advancing its mission through digital outreach and engagement. Additionally, the Social Media & Marketing Coordinator will collaborate on and execute partner- and prospect-facing assets such as pitches and proposal decks. The Social Media & Marketing Coordinator will provide support to team members engaged in corporate, foundation, and individual giving as well as fundraising events.

This role reports to the Director of Marketing & Events

PRIMARY RESPONSIBILITIES

- Develop social media plan to align with overall Marketing & Communications strategy that combines mission moments and partnership deliverables
- Leverage brand guidelines to enhance social media presence and build community engagement on Instagram, LinkedIn, & Facebook,
- Produce social media content in partnership with the Fundraising, Programs and Operations teams
- Make necessary website updates to ensure accuracy and relevancy
- Draft content, organize lists, and distribute monthly e-newsletters
- Compile monthly reports for all channels including social media impressions and growth.
- Create digital and social media assets for storytelling purposes
- Proofread and update marketing collateral, including Good+Foundation Annual Report
- Support productive working relationships with outside vendors, such as PR firms, website designers, and others.

REQUIRED EXPERIENCE & COMPETENCIES

- Strong sense of storytelling and the proven ability to write with clarity, excellent grammar, and attention to detail
- Professional experience managing social media accounts for an organization, company, or brand
- Experience taking and editing high-quality photos for storytelling
- Familiarity with business applications and social listening/posting tools
- Graphic design experience using Adobe Suite, Canva, or other design software
- Knowledge of MailChimp or similar email marketing platform
- Ability to multitask and manage multiple projects, timelines, and deadlines
- Ability to work collaboratively and cross-departmentally, as well as independently with minimal supervision
- Sensitivity in writing and to the families that Good+Foundation serves

DESIRABLE SKILLS

- Experience with fundraising or supporting fundraising activities
- Website management experience
- Video editing skills

Salary: \$53,000 - \$58,000 a year annually, with a benefits package that includes fully covered health insurance, a 403(b) retirement plan with a 3% match after two years of employment, FSA and childcare spending accounts, as well as 14 paid holidays, 3 weeks paid personal and vacation time, and 6 sick days.

Location: This is a hybrid position - the position will be onsite 3 days a week at our NY office located in Manhattan's Garment District.

To Apply: Please email your resume and cover letter to HR Manager, Eve Blane, eve@goodplusfoundation.org