

Home Repair Services of Kent County

Job Title: Digital Communication Associate

Department: Resource Development Team

Hours Per Week: 16 hours

Schedule: Flexible. Office hours Monday – Friday 8 am to 5 pm. Occasional nights & weekends will be required for special events.

Status: Part-Time - Non-Exempt: Hourly between \$15 - \$20/hour based on experience

Organization: Home Repair Services was established as an independent 501(c)(3) nonprofit in 1979 and is in the heart of Grand Rapids. It strengthens lower-income homeowners throughout all of Kent County with services that include Critical Health & Safety Repairs, Access Mobility Program, Veteran Heroes Program, Home Maintenance Check-Ups, Fix-it School classes, DIY Remodeling Together Program, and Financial Education Workshops.

Mission Statement: Home Repair Services strengthens vulnerable Kent County homeowners because strong homeowners build strong communities.

Position Summary: Digital communication related tasks are performed under the direction of the Director of Development to create engaging content for the organization's social media, online presence, and printed materials, including but limited to keeping social media channels, website updated, brand and mission-focused, and seeking out new online avenues and ways of connecting to audiences.

Essential Duties and Responsibilities:

- Analyzes and reports audience information and demographics, and success of existing social media projects.
- Assist with the creation of templates for e-newsletters and email communications as directed by the Director of Development
- Attend and participate in monthly Marketing Team meetings and take adequate notes to execute tasks responsible for or tasks assigned.
- Attend and participate in monthly Resource Development Team meetings paying close attention for ways that marketing and communications tactics can support fund development.
- Collaborate with cross-functional teams (Marketing and Resource Development) to create materials for events and meaningful connections with HRS's mission.
- Coordinate campaigns with the Resource Development Team for projects (example: #GivingTuesday) and events on social media by creating a social media strategy and content as directed.
- Create dynamic written, graphic, and video content for social media channels (Facebook, Google Business, Instagram, LinkedIn & YouTube) that promotes audience interaction, increases audience presence on HRS' sites, including website, and encourages audience participation.

- Create and share digital and printed stories/workshop calendar through copy, photography, and/or video.
- Manage and update the website for all departments based on information provided by department managers promptly.
- Prepare HRS Folders for Resource Development Team outreach events, including monthly Lunch & Learn Tours.
- Post regular content on all HRS' social media channels and respond to questions, comments, likes, etc. of those engaging through social media.
- Proofread and edit documents, letters, marketing & promotional materials, and other communications, including social media and web content to ensure accuracy and promote effectiveness.
- Proposes new ideas and concepts for social media and website or other online content.
- Responsible for the search engine optimization (SEO) for the website and managing the organization's Google Ads account.
- Support the Resource Development Team in creating materials for donor/volunteer recognition.
- Use timelines and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits.
- Other projects as directed by the Director of Development and/or the Executive Director.

Minimum Qualifications:

- Exceptional written and verbal communication skills.
- Demonstrated knowledge of and ability to manage primary social media channels (particularly Facebook, Instagram, LinkedIn, and YouTube) for the execution and analysis of digital marketing campaigns, including Google Analytics.
- Demonstrated proficiency in graphic design.
- Proficiency in WordPress & website management, Microsoft Office, & Google Suite.
- Ability to work as part of a team and meet deadlines.
- Detail-oriented & highly organized, with the ability to manage multiple project deadlines efficiently.
- Basic photography and videography skills.
- Proficiency in Canva

Preferred Qualifications:

- Bachelor's degree or higher in marketing, communications, business, or related field.
- 2 years of experience in social media management, graphic design, and marketing/communications.
- Demonstrated knowledge of and ability to assess secondary social media channels (Including but not limited to Tok-tok and Snapchat) for future HRS viability and ROI.

- Advanced photography and photo editing skills.
- Experience with WordPress
- Experience with content planning tools (example: Plannable, Sprout, Meta Business Suite)
- Desire to pursue excellence while having fun!

Interested? Email your resume and cover letter to to Steven Nicolet, Director of Development: snicolet@homerepairservices.org