

Helping Others Pursue Excellence!



## Volunteer Opportunity – Virtual Marketing and Content Strategist

This is a very low-stress position as our organization develops and seeks to further its virtual reach. The Delores Foundation, Inc (TDF) is a non-profit (501c3) organization, currently serving youth ages 11 – 17, through various enrichment and mentoring programs.

Through this volunteer opportunity, the Virtual Marketing and Content Strategist will assist TDF with keeping our online presence fresh, current and engaging.

Main Duties will include....

- Develop strategy to expand the organization's online community reach, primarily via Facebook and the company website.
- Content Scheduling: create a content schedule for blog, Facebook updates, and email campaigns.
- Content creation: writing SEO blog posts, proof reading, editing, and fact checking.
- Website updates: ensure information on website is kept up to date.
- Email campaigns: Prepare and send email campaigns via email campaign programs, such as Mail Chimp or eWeber.
- Monitor and respond to post in on the organization's Facebook page.
- Bi-weekly meeting with VP to discuss upcoming Facebook marketing and content plans.
- Be an advocate for the company across social media platforms, primarily Facebook.
- May include some other marketing or content management related duties, as the role evolves.

Some other duties...

- Very light administrative duties, such as occasionally preparing letters and preparing and sending group emails.

Some must haves...

- Must absolutely love being social!
- Must love to communicate through writing and be good at it.
- Must be proficient in working with WordPress built websites.
- Must be proficient with online email campaign programs such as eWeber and Mail Chimp.
- Must be able to mesh with TDF's culture and communicate from the spirit and voice of the organization.
- Must possess the necessary hardware to support a reliable connection to the internet.
- Must be proficient in the use of Facebook pages and have an active Facebook profile.
- **Must be able to dedicate up to 10 hours a month (2-3 hours each week) to the position.**

**\*\*\*We welcome college students as volunteers or interns.**