



The Pride Center - Social Media and Marketing Coordinator

Job Summary: \$42,000-\$44,000 - Full Time

The Social Media and Marketing Coordinator will enhance and implement The Pride Center's comprehensive marketing and social media strategies to increase visibility and targeted outreach among the diverse communities we serve. The Coordinator will manage The Center's day-to-day social media presence and content, including social media platforms and marketing-related communications. The Coordinator will oversee all Center marketing activities, including graphic design and production. Coordinator will conduct and coordinate targeted internet and app-based HIV prevention outreach to individuals, groups and communities most heavily impacted by HIV in Broward County. The Coordinator will spearhead ongoing HIV-prevention marketing campaigns.

Minimum Requirements:

- Degree in graphic design or marketing; or equivalent direct experience in design and marketing
- Advanced graphic design skills
- Proven skills using Adobe Creative Suite, Wordpress, Constant Contact/email marketing, Google Analytics, Google AdWords, project management software
- Technology skills with social networking sites, mobile apps, social media strategies and outreach to LGBTQ+ communities
- Computer skills using Microsoft software applications (e.g. Word, Excel, Outlook, PowerPoint)
- HTML knowledge preferred
- Experience working with diverse LGBTQ+ communities and PLWHA
- Organizational abilities and critical thinking skills. Logic and analytical ability.
- Excellent written and verbal communication skills
- Knowledge in HIV/AIDS prevention, outreach and health promotion
- Certification preferred in HIV/AIDS 500 and 501 Prevention Counseling, Testing and Referral. (If, candidate will need to acquire training and certification post-hire.)
- Knowledge of specialized services for people with HIV/AIDS; substance abuse; domestic violence
- Ability to work hands-on with limited resources, independently or in a team setting
- Proven ability to motivate, encourage and develop others
- Bilingual/bicultural skills preferred
- Some nights and weekends required

Personal Qualities:

The Specialist will be:

- Committed and enthusiastic about The Center's mission and programs with knowledge of LGBTQ+ communities and issues.
- Equipped to work with multicultural and diverse populations
- Straightforward and self-assured; one who shares information readily, listens as well as gives advice and respects the abilities of others; diplomatic and empathic
- Creative and adept at planning, prioritizing, organizing and following through; highly energetic and able to balance multiple competing priorities
- A team player; able to work cohesively with others and perform related tasks effectively.
- Healthy in relational skills. One who listens well, speaks respectfully and assertively, honors diverse perspectives and is honest.
- **REQUIREMENT: After completing application, forward a copy of your resume and cover letter to Ric Hudson at rhudson@pridecenterflorida.org**

Additional Information

Open Date: 8/23/2019

Closing Date: 9/13/2019

About Strategic Philanthropy:

Strategic Philanthropy, Inc. a south Florida based company, was founded on the belief that effective corporate giving can be so much more than simply writing a check to charities and nonprofits who ask for your help or involvement. It is our belief that when a company aligns its charitable giving with a strategic approach and measurable outcomes, the power of giving enhances a company's brand, image and strengthens the relationships and partnerships within the community.

In short, Strategic Philanthropy gets hired by companies to give away their money to nonprofits that meet a company's business goals and objectives. As you can imagine, we have many relationships with the nonprofits in our community. We value all of the programs and services they have to offer and work with them to help promote positions that are available within their organization so that they may find the best talent possible.

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