



## **Social Media & Marketing Assistant Work Study Job Description**

**Believe in the dream and come weave dreams with us!**

Would you consider yourself to be creative? Do you see yourself working in social media, journalism, or marketing in the future? If you are tech-savvy, emotionally intelligent, creative, solution-oriented, and have a desire to grow your skill set, then we want you to serve as a key member of our Development & Communications team.

**PURPOSE:** Work Study student supports IHDF with its social media and marketing programs. In collaboration with the Development and Data Management Coordinator, you will be responsible for marketing and communications on our social media platforms (Facebook, Instagram, and others) and the creation of digital assets. This position works under the direct supervision of the Development and Data Management Coordinator and is assigned for one semester or longer for a maximum of 20 hours per week at our Central Administrative Office, located at 5390 Manhattan Circle in Boulder. Work schedule is flexible Monday-Friday, 9 am-5 pm. Position can also be remote or hybrid.

**OUR MISSION:** To partner with youth and their families as they successfully navigate school, college, and career by providing a holistic academic, social, and emotional program from elementary school through college, along with postsecondary tuition assistance.

**OUR VISION:** Our dream is a world where every child has equitable access to the educational and career opportunities that will ignite their innate potential.

### **PRIMARY RESPONSIBILITIES:**

Under direct supervision, duties include, but are not limited to the following:

- Create engaging content that reflects the “I Have A Dream” Foundation of Boulder County brand.
- Create and maintain digital content and the social media calendar.
- Design digital and printed collateral including event and sponsorship materials, direct mail, print ads, landing pages, newsletters, and infographics.
- Assist with developing content for monthly e-newsletters and quarterly impact reports.
- Create standardized messaging and templated materials ensuring organization-wide adherence to the brand guidelines.
- Collaborate with departments to ensure IHDF has the correct branding when promoting IHDF internally and in the community.
- Collaborate with departments to update current content and promotional material on social media platforms. Execute social media content based on our strategy and vision.

- Respond to customer inquiries through all social media platforms in a timely and professional manner.
- Learn how to manage and track Facebook and Instagram accounts.

**EDUCATION:**

- Majoring in Journalism, Marketing, Communications, English, Spanish or other related field

**QUALIFICATIONS AND REQUIREMENTS::**

- Must be 18+ years
- Must qualify and be approved for work study with your institution and verified by IHDF
- Available 10-15 hrs per week for a full semester
- Interview with the Development and Data Management Coordinator
- Must pass a background check
- Provide proof of COVID-19 vaccinations
- Sign a media release and release of liability
- Willingness to adjust/adapt and inclusively collaborate with IHDF staff from a cultural and equitable perspective
- If applicable, must have proper equipment to work remotely (i.e. laptop or desktop, secure internet and wi-fi connection, phone access, etc.)

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Bilingual English/Spanish preferred
- Canva experience is preferred but not required
- Excellent written and oral communication, with a high level of sensitivity for propriety and confidentiality
- Excellent organizational and strong administrative skills
- Customer service experience a plus
- A talent for being creative
- High level of energy, persistence, and positive outlook with a team player attitude

**COMPENSATION:**

- \$16 per hour (set by FRCC work study guidelines)
- Lots of support, recognition and appreciation!
- Knowing you made a vital contribution to support a worthwhile mission
- Flexible schedule Monday through Friday with potential for 100% remote

**Please apply online by completing the IHDF [Volunteer Application](#) and mark work-study as area of interest with **Social Media & Marketing Work Study** in the notes.**

Upd 11/6//2023

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