



Community Engagement & Social Media Coordinator

Northwest Mothers Milk Bank is a community-based, nonprofit, human milk bank affiliated with the Human Milk Banking Association of North America, serving hospitals and families in Oregon, Washington, Alaska, and beyond. Our mission is to improve the health and survival of the Northwest's most vulnerable babies. Based in Portland, Oregon we carry out our mission through the safe collection and distribution of human donor milk, education, advocacy, and research. Northwest Mothers Milk Bank is an Equal Opportunity Employer.

The Community Engagement & Social Media Coordinator oversees the planning and implementation of organizational related outreach and education strategies and events, including social media platforms and email communications. This position requires high-level communications and social media skills, strong project management ability, cultural sensitivity, and a team attitude. This position is primarily responsible for connecting people in the broader community to the organization by cultivating relationships with businesses, individuals, and other relevant organizations.

General Overview of Responsibilities

- Maintain and increase NWMMB's social media presence by curating, writing, and posting relevant content and developing channel-specific goals and strategies for social media, email, and other electronic communications.
- Oversight of social media accounts including research of target audiences for preferences and current trends.
- Creates engaging texts, images, and video content for social media platforms. Designs posts to sustain readers curiosity and promotes the mission of the organization.
- Collaborate with staff for social media and other digital media content ideas, assist with blog content and facilitate staff creation of content
- Respond to incoming social media submissions, email, and website inquiries.
- Makes updates to website as requested.
- Manage and/or assist with communications related efforts and activities, such as: e-newsletters, special reports, communications related meetings, as well as programmatic and fundraising collateral.
- Maintain a working knowledge of MailChimp including building content for specific communications, maintenance of lists, including the addition of contacts and segmentation of lists.
- Creation and implementation of organization's annual outreach plan, including community events, workshops, appearances, and other community opportunities. Emphasis of outreach will be focused on milk donors, milk recipients and community education.
- Works collaboratively with Executive Director, Development Coordinator, and the Donor Engagement Manager to foster new and existing partnerships.
- Responsible for milk donor recruitment efforts particularly as they relate to social media platforms and marketing goals within the communities we serve.



- Responsible for the planning and execution of milk donor appreciation events and coordination of educational events.
- Duties as assigned.

Qualifications Necessary

- Belief and enthusiasm in the mission of Northwest Mothers Milk Bank.
- Motivation to build to foster new and existing community relationships.
- Completion of a bachelor's degree, preferably in communications or marketing.
- 2+ years minimum experience in social media platforms, building community relationships and event planning.
- Proficiency in using and support of various forms of social media.
- Understanding of intended audiences and ability to creatively connect in new and meaningful ways. Ability to synthesize material from different sources into stories and content that engages target audiences.
- Strong organizational skills with the ability to meet deadlines, tasks, and goals. Exceptional interpersonal and writing skills, including proof-reading, and editing.
- Ability to work both independently and collaboratively.
- Experience engaging community and volunteers from different: racial, ethnic, religious, sexual orientation, and economic backgrounds.
- Proficient use of Microsoft Office and donor database systems. Salesforce and MailChimp preferred.
- Experience in managing detailed data and reporting.
- Ability to use a clear, positive, and supportive communication style.
- Experience planning and managing events.
- Ability to work occasional evenings and weekends as needed.
- Must be willing to adhere to NWMMB/Health System Requirements COVID-19 policies and wear PPE, where applicable (provided)

The position of Community Engagement and Social Media Coordinator is available at 24-30 hours/week.

Part-time, non-benefited. Salary range \$19-22/hr.

Travel may be required and may include occasional weekends.

Position requires bulk of work to be done on-site and is not a fully remote position.

Full job description available upon request. Position will close after receiving a pool of applicants. Please provide a current resume and cover letter. Provide 3 references. Candidates may be asked for examples of written communications. Contact: jobs@nwmmmb.org. Out of respect for the milk bank staff, please do not call the milk bank directly.

Start date is immediate pending interview process and background check.