



JOB DESCRIPTION

Job Title: Social Media and Content Associate	Department: Marketing and Development
Reports to: Director of Marketing and Development	Job status: Non-Exempt (4 hours per week) Hourly Rate of Pay: \$25

JOB SUMMARY

The Social Media and Content Associate will connect with the HopeWorks audience both internally and externally, building content that supports the HopeWorks mission. The Social Media and Content Associate will capture photos, interview HopeWorks clients, employees, and volunteers, manage social channels, and build meaningful relationships with supporters by collecting engaging content.

The Social Media and Content Associate will work with the Director of Marketing and Development to identify weekly opportunities to collect photos and content, and check social media accounts on a weekly basis. The Associate will provide a timely, weekly list of content to submit to the public relations firm upon review and approval of the Director of Marketing and Development.

The Social Media and Content Associate should model HopeWorks values and ethics central to the HopeWorks mission of "Hope in Christ". To be effective in this position, one must be caring, empathetic, conscientious, confidential, culturally-sensitive, and client-centered. This individual should adhere to professional standards as outlined by rules and regulations governing their profession.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Social Media and Content

- Attend HopeWorks events, programs, and daily operations to capture high-quality photos and videos.
- Conduct casual interviews with clients, employees, volunteers, and donors to gather powerful impact stories for digital campaigns.
- Monitor all social media platforms daily. Respond promptly and empathetically to comments, direct messages and inquiries, ensuring our community feels heard and valued.
- Maintaining a consistent brand voice, create a list of content to be submitted to the HopeWorks public relations firm.
- Stay informed on relevant trends, news and community topics related to the HopeWorks mission.

Documentation, Reporting and Professional Standards

- Maintain up-to-date records of the number of contacts made through collection of media and content as well as the number of responses by "topic" to messages and inquiries from social media platforms.
- Produce relevant documentation, correspondence and statistical information as needed to share with the Director of Marketing and Development.
- Other duties as requested.

Social Media and Content Associate

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EDUCATION & RELATED WORK EXPERIENCE	
Education Level:	
Required: • High School Diploma • Must be able to visit all HopeWorks site locations as needed • Must be available to attend evening events as requested	
Years of Related Work Experience:	
Preferred: • Two (2) years related experience working in social media. • Experience with Meta Suite	

REQUIRED SKILLS AND KNOWLEDGE		
	REQUIRED	PREFERRED
A strong command of computer skills (Outlook, MS Word, Excel and PowerPoint, QuickBooks) . Experience with Meta Suite.	X	
Strong listening and communication skills to talk with clients, employees, and partners.	X	
Basic photography and video capture skills using a smartphone or digital camera.	X	
Excellent interpersonal skills demonstrating an ability to establish a positive relationship with staff, community volunteers, community partners, donors, etc.	X	
Time Management and Demonstrated ability to meet deadlines	X	
Strong written and verbal communication skills	X	
Demonstrated ability to work under pressure; ability to exercise judgement regarding matters of significance.	X	
Must be able to answer to multiple demands from multiple directions simultaneously without expressing frustration.	X	
Deal with confidential information on a daily basis and must respect the nature of the data.	X	
Must demonstrate the positive attributes of a team member.	X	
Experience with Meta Suite		X
Ability to work independently and manage part-time hours efficiently	X	

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

Specific workplace conditions and/or physical abilities that are related to and/or required by this job

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. HopeWorks may change the specific job duties with or without prior notice based on the needs of the organization.

ACKNOWLEDGEMENTS

Creation Date: August 19, 2026

Revision Date:

Supervisor: I have approved this job description and reviewed with my employee.

Signature:

Date:

Employee: I have reviewed this job description with my supervisor and acknowledge receipt.

Signature:

Date:

Human Resources:

Signature:

Date: