

SOIL MARKETING COORDINATOR

ORGANIZATION: The School of Integrated Living (SOIL) runs place-based service-learning programs focused on promoting whole-life skills and sustainability education with the aim of inspiring and empowering adults to live responsible and creative lives. The SOIL headquarters and most of its programs are based out of Earthaven Ecovillage, near Black Mountain, NC. SOIL hosts an exciting array of programs that range from 2-8 days throughout the year.

SCOPE OF WORK:

The scope of work is defined as, but not limited to:

MARKETING TEAMWORK:

- Work with SOIL Director and Marketing Strategist to:
 - Develop communications and marketing strategies to promote specific ad campaigns, programs, and services
 - Implement marketing strategies (more specifics below)

COMMUNICATION:

- Be the VOICE of SOIL with a strong understanding of design and written communication;
- Communicate our mission and values in a variety ways to our target market and beyond;
- Communicate the nature of our program offerings and their value through online marketing, email campaigns (mailchimp), social media channels (facebook, instagram), print advertising, etc.;

CONTENT CREATION:

- Work with SOIL instructors to develop content such as interviews, opinion pieces, program info
- Write copy for web pages and blog articles related to permaculture, ecovillages, community, relationships, homesteading, sustainability, environmentalism and more
- Work with other members of the marketing team to build and deliver on an editorial calendar
- Research third party content to drive content creation and social media links/graphics

MAILCHIMP NEWSLETTER:

- Create e-newsletter schedule, voice, look and content
- Manage e-newsletters - 2 per month initially, with goal of getting to 4 per month

SOCIAL MEDIA:

- Manage Facebook, Instagram and other social media accounts with 20+ posts per month
- Increase e-newsletter subscribers and social media followers by 500-1,000 per year

DESIGN and ART DIRECTION:

- Design print and online promotional graphics highlighting SOIL program details
- Create additional social media graphics with quotes, testimonial, links to related content, etc

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QUALIFICATIONS:

- Experience and proficiency in the scope of work outlined above
- Excellent written and oral communication skills
- Professional conduct, good time management skills, self motivated, and pays attention to details
- Creative thinker and problem solver, willingness to experiment with strategies
- Highly organized and able to manage multiple responsibilities
- Ability to attend regular staff meetings via phone or in person (approximately once a month)
- Competency in or aptitude for learning online software skills in the following areas:
 - Design software for creating graphics such as Canva, Adobe CC, RelayThat, etc.
 - Social media posting platforms such as SocialBee, Buffer, Hootsuite, etc.
 - Project management and collaboration platforms such as Asana, Slack, G Suite

HOURS: 20 hours/month (~5 hours/week)

CONTRACT DURATION: Independent Contractor; ability to commit to at least one year of work

COMPENSATION and BENEFITS:

- Hourly compensation commensurate based on experience; paid monthly
- Design your own schedule and work from home
- Participation in some of School of Integrated Living programs (i.e. class credit)
- Opportunity to work in a supportive team environment whose working culture is fun and dynamic, connective, and personally rewarding.
- Opportunity to contribute your skills toward the realization of SOIL's mission and vision and provide vitality and healing for our future generations.

TO APPLY:

Email a cover letter detailing your interest in this position, a current resume, and two professional job references (including name, phone number, email, where you worked with them, and the number of years you've known them) to info@schoolofintegratedliving.org; Subject: Marketing Coordinator [your name]