

Statewide Campaign & Outreach Implementor Job Description

Position Title:	Statewide Campaign & Outreach Implementor
Project Title:	Finding a Healing Way Public Outreach and Educational Campaign is a four-and a half month outreach and education campaign across the state of Colorado. This project has three main audiences: victims and the people closest to them, victim service providers, and collateral professionals who come into contact with victims.
Supervisor:	Program Manager
Project Partners:	Voces Unidas for Justice (VOZ) is project lead and there are contractors who will be providing portions of the work and will be interacting with the project.
Status:	Full-time (40-hours), Non-Exempt \$22-\$25 per hour depending on qualifications and experience - with generous benefits.
Location:	Voces Unidas for Justice office is located in Colorado Springs, Colorado. The position is expected to be remote and to report to the office in person as needed.

Disclosure

This position is grant-funded and is a 4.5-month position with no expectation (stated or otherwise implied) of continued employment. Employment is contingent on the availability of grant funding.

PROJECT DESCRIPTION AND POSITION PURPOSE:

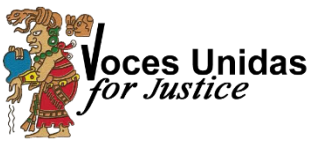
In keeping aligned with the Theory of Change at Voces Unidas for Justice, which based in the whole person and the social ecology model, we will be providing a multi-tiered campaign that touches each layer of the social ecosystem with connection and relevance with knowledge and engagement that is directly applicable to victims' lives.

This campaign has three pillars to sharing out the knowledge:

- victims and their/our supportive people who can connect a victim to supportive services. Research continually shows that most victims tell friends or family, and that they are the least helpful. While simultaneously, victims least often tell confidential community-based victim advocates, who are the most helpful.

This campaign will attempt to address this gap in knowledge and education.

- mainstream victim service providers who provide supportive services to victims. Our research and others, show that mainstream victim service providers are continuously leaving out of support services, likely unintentionally, the most vulnerable victims leaving them un or underserved.



- collateral professionals who have influence or power over the lives of victims and can also divert and connect victims to supportive services. Our research, and others, show that there are many opportunity points for intervention over the lifespan of a victim, and coupled with the fact that the majority of un/underserved victims have been victims more than twice and likely more than ten times over their lifetime.

Statewide Campaign & Outreach Implementor whose role will be to:

- Creates from current goals and objectives a marketing and **social media** campaign and strategies, including planning, content ideation, and implementation schedules;
- Ensures brand and message consistency in marketing and **social media** messages by working with various company department members, including advertising, product development, and message management;

DUTIES AND RESPONSIBILITIES

Outreach

- activities are meant to engage a large audience and to bring knowledge and expertise on a particular topic to the general public.
- Outreach activities will take several forms, such presentations, social media posts, mailing campaign, and webinar education with possible other forms if identified as necessary and achievable.
- The objective of outreach is to explain the benefits of research to the three identified audiences.
- Outreach implies an interaction between the sender and the receiver of the message, there is an engagement and a two-way communication between the messenger and the intended audience.

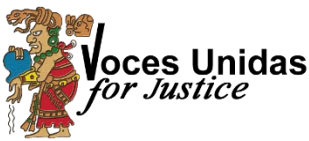
Education Campaign

- Critical thinking, interpersonal, communication, time management, and problem solving skills.
- Ability to use social media for impressions and messaging awareness;
- Ability to excel message across multiple platforms, including Facebook, Instagram, LinkedIn, Twitter, and Tik Tok;
- Understanding of KPIs, web traffic metrics, and SEO.
- Familiarity with publishing and web design, to offer support for the educational material for the website.

Administration

- Develop project-related descriptions, policy and procedures related to project, tracking, reporting and evaluation tools.
- Work with the Executive Director and Project Partners to prepare reports.
- Provide updates for Voces Unidas for Justice's websites with information, materials, and reports.
- Develop and maintain a record of the project's process and progress.
- Provide supervision in tandem with the executive director for the promotoras and community ambassadors.
- Manage project coordination and logistics and maintain records of such.
- Provide administrative support as needed for smooth operation of project and all Voces Unidas for Justice's activities.

Facilitation and Data Management



- Participate in the engagement and outreach.
- Support on educational presentations.
- Coordinate in-person and web-based communications.
- Provide leadership to project staff and oversee all project-related activities.
- Compile and evaluate progress reports.

Voces Unidas for Justice and Project Partner Staff

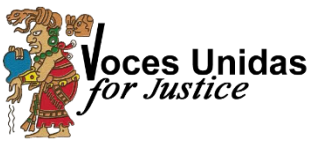
- Maintain daily communication with the Executive Director and Project Manager.
- Maintain regular communication with all parties.
- Work collaboratively with project contractors to ensure goals and objectives are being met.
- Provide reports, as needed, on project status to the Executive Director and as needed.
- Provide support for agency-wide events, meetings, and presentations.
- Coordinate with staff, board members, and partners on project-related and agency-wide activities.

REQUIRED QUALIFICATIONS:

General

- Demonstrated success operationalizing innovative programs.
- Bachelor's degree in marketing, communication, or related field OR demonstrable equal experience
- 2+ years' experience in digital marketing and social media
- Strong familiarity with the nonprofit applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Knowledge of project management and design best practices
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Strong written and verbal communication skills
- Experience with victim services *or* a demonstrated understanding of the dynamics of violence.
- Fluent in both Spanish and English, *and* demonstrate a multi-cultural/bi-cultural lens on the human experience.
- Excellent verbal and written communication skills.
- Self-disciplined, high level of initiative, independent *and* good on teams, strong reading skills, comfortable with all kinds of people in diverse settings.
- Personal qualities of integrity, credibility, and a commitment to and passion for equity and healing for all victims.
- Effective communication skills required.
- Reliable transportation, valid driver's license, and auto insurance.
- Ability to travel back and forth between Colorado Springs and Denver on a regular and reliable basis.

Knowledge/Skill Base



- Demonstrated experience in the field of domestic violence and/or sexual assault advocacy *or* a demonstrated apprehension of the dynamics of violence intersection with oppression *and* experience in logistical coordination.
- Demonstrated experience in research projects *or* focus groups and surveys *and* report writing.
- Experience facilitating diverse groups in complex situations.
- Knowledge of, and experience with un/underserved communities.
- Knowledge of, and experience with focus groups, interviewing, surveys, notetaking, observation, and reporting.
- Strong project management skills managing complex, multifaceted projects.
- Proficiency in using technology as a management reporting tool and experience developing and implementing program tracking systems.
- Minimum of a bachelor's degree required *or* equivalent expertise and experience.

PREFERRED QUALIFICATIONS:

- Technical assistance level experience developing communications, and managing project budgets.
- Management level experience developing and coordinating projects.
- Experience with grant tracking and reporting.
- Knowledge of mainstream victim services.
- Knowledge of traditional or culturally specific healing ways.

BENEFITS:

- Position is hourly 40- hours per week and requires driving.
- Health benefits.
- Paid holidays.
- *Paid-Time-Off.*
- Mileage and cellphone reimbursement.

HOW TO APPLY:

Please send cover letter, resume and references with

Campaign Implementor in the subject line to:

Veronica.Mendez@vocesunidasforjustice.org