



ONE PURSE  
*empowering dreams*

## Social Media and Marketing Coordinator

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Reports to: **Director of Philanthropy and Communications**

Status: **Part-time, hourly**

Location: **Orlando, FL - Hybrid**

### **Position Summary:**

The Social Media and Marketing Coordinator is responsible for creating and coordinating the production of all social media content and assisting with marketing activities to increase stakeholder engagement and e-commerce business.

**The Social Media and Marketing Coordinator for One Purse will direct the following key areas of responsibility:**

### **Content:**

Possess an in-depth knowledge of all relevant social media, marketing and stakeholder communication platforms and maintain awareness of changing trends and formats. Current platforms used: Facebook, Instagram, LinkedIn, Mailchimp, Bloomerang and WordPress

- Produces and publishes all social media content
- Participates in creating and executing email marketing content, blog, monthly newsletter, website copy and annual report
- Resources all external content needs, including photography, graphics and video
- Coordinates marketing collateral and presentation designs, edits and maintenance
- Updates website with simple design and content edits as needed

### **Engagement:**

Responsible for increasing social media and community engagement

- Provides timely and relevant feedback
- Fosters brand awareness through relevant digital interactions
- Participates in building and executing campaign initiatives to increase awareness and champion engagement
- Initiates activities aimed at increasing influencer awareness and followers

### **Reporting:**

Analyze available metrics for marketing, social media and email campaigns and activities

- Assesses key performance indicators and implements initiatives to increase purse donations and revenues, acquisition of donors, community engagement and customer retention

### **Integrated Communications:**

Demonstrate proficiency on existing platforms, understand related integrations and maintain a strong level of aptitude and agility for learning and integrating with new technologies.

### **Position Requirements:**

1. Bachelor's degree in Communications, Digital Marketing, related field or comparable work experience
2. Minimum 2 years of experience working in marketing and communications
3. Experience with automated workflows
4. Proficient with relevant social media platforms, Mailchimp and WordPress
5. Ability to work occasional evenings, early mornings and weekends as job requires

### **Competencies:**

- **Technical Expertise**  
Has experience in using social media, scheduling, email marketing, and website platforms and programs  
Ability to use spreadsheets for analyzing and reporting data  
Graphic design skills
- **Decision-Making Ability**  
Establishes priorities decisively for themselves  
Has a strong sense of where to go next  
Able to organize work flow to meet priorities and deadlines  
Works positively and effectively in ambiguous circumstances  
Quantifies the influence that major decisions are likely to have
- **Growth Minded**  
Self-starter who seeks opportunities for personal growth  
Ability to receive and grow from constructive feedback  
Encourages growth in others through healthy communication in staff meetings, employee reviews, and all internal facing relationships
- **Teamwork and Delegation**  
Ability to build rapport and collaborate with others within organization and community  
Builds "bridges" with others to maximize cooperation and consistency  
Invites input from others with different experiences or perspectives  
Gives clear and easy-to-understand instructions
- **Results Focus**  
Has a clear set of targets and priorities  
Is quick to identify and end wasted effort or effort that does not produce valuable results

Demonstrates consistent enthusiasm for achieving results

- **Written and Verbal Communication**

Varies style to meet the needs of different audiences

Is clear and informative in all communication and comfortable speaking with One Purse Champions, i.e. Business & Community Partners, donors and volunteers

Shows attention to detail, providing content free of grammatical or spelling errors

Ensures that all communications represent the brand and values of One Purse

Forward Resume to [Admin@onepurse.org](mailto:Admin@onepurse.org).

213 N. Mills Ave

Orlando, FL 32801

Onepurse.org



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## Mission, Vision, Values

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### Mission

One Purse empowers survivors of sex trafficking to build healthy and sustainable lives.

### Vision

Every survivor of sex trafficking has access to resources to embrace freedom and a hope-filled future.

### Values

- Serve all with dignity and respect
- Celebrate beauty refined through brokenness
- Do hard things with grace and perseverance
- Collaborate for hope and freedom