



**Position:** Part-Time Marketing Consultant/Intern

**Location:** Virtual

**Type:** Part-Time Consultant (3-5 hours/week)

## **OVERVIEW OF FOOTBRIDGE**

Footbridge provides one-of-a-kind rapid support and service coordination for individuals and families facing financial crises which have no other solution.

The financial crises that we resolve through payment to third-party vendors are modestly priced and have the potential to cost tens of thousands of dollars if unresolved. By addressing these crises, we reduce household stress, divert individuals and families from expensive human service systems and promote intergenerational health and wellbeing.

Despite the existence of numerous government programs and non-profits that attempt to support basic needs, there are none that fill in the many unique gaps that exist and do so in a matter of hours. Without Footbridge, individuals and families often have to live through the consequences of eviction, utility shut offs, losing a job if transportation cannot be resolved, or foregoing important medical appointments and services. Child welfare is often pulled in when these consequences manifest as physical neglect of a child or children.

Our process is incredibly easy for families. We have a commitment to reaching out within 24 business hours of every referral and make payments as expeditiously as needed. Indeed, we have handled child welfare cases in three hours, open to close. Families only need a phone with which to answer our call. Payments go to third party vendors.

In addition to expediting payments in order to stave off exponentially more expensive situations, Footbridge case coordinators ensure families are enrolled in the means-tested programs for which they are eligible and leverage our partnership with 211 to support our referral recommendations. Our staff are able to relay public health messaging requested by our medical referral partners and consistently talk about home visiting and Early Intervention developmental screening (when age appropriate) and reference our local financial literacy/empowerment resources in our outcomes letters which referral partners also receive.

## **OVERVIEW OF ROLE**

We're looking for a versatile Part-Time Marketing Consultant/Intern to support the execution of our marketing and branding projects, focused on growing awareness of the need for and impact of Footbridge services.

The right person for this role will have experience using social media to grow an image, an organization, a company, or an idea. The right person would be available to monitor Footbridge's online presence weekly and would be able to spend approximately 3-5 hours a week supporting the growth of Footbridge's positive online presence.

This is a fast-paced, part-time, and virtual role. The point of contact for this person is Kim Eckel, CEO of Footbridge.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Contribute to organization's branding, marketing content development, and marketing initiatives related to social media (youtube, facebook, Instagram and linkedin), website, and other external channels;
- Design and create innovative and engaging content for institutional and individual donor audiences to promote Footbridge programming;
- Design and implement social media campaigns to grow Footbridge's reputation and recognition;
- Monitor Footbridge's online presence, providing reports on social media analytics and ensuring strategic and critical growth targets are achieved;
- Manage communications and updates to Footbridge's website on Wordpress; and
- Support the Footbridge team in additional areas of marketing and branding as needed.

## **QUALIFICATIONS**

The right candidate for this position must possess the following skills, traits, and experiences:

- A belief in Footbridge's mission and a passion for helping families in need;
- Strong communication skills, with the ability to connect with diverse audiences in terms of age, race, gender, sexual orientation, socio-economic status, and more;
- Experience using Google Docs, Google Sheets, and Google Slides;
- Self-directed and comfortable working with a remote team, often independently;
- A strong attention to detail;
- The ability to manage multiple priorities at one time;
- The willingness to share feedback and reflections with peers and Footbridge leadership directly and in a way that can support shared resolution.
- The ability to receive and implement feedback and coaching;
- Comfort in working with a remote team, often independently
- At least two years of college coursework; and
- Current authorization to work in the United States secured by the first day of employment;
- It is the desire of our organization for diverse individuals to apply.

Ideally, the right candidate for this position would also possess the following skills, traits, and experiences:

- Experience developing and maintaining an organization's online presence;
- Entrepreneurial spirit and a desire to build the brand of a start-up organization; and
- Two years of experience coordinating a marketing campaign.

## **COMPENSATION**

As a young non-profit, Footbridge seeks candidates who are drawn to our mission and willing to work with leadership to agree upon compensation terms that are mutually satisfactory and feasible. Footbridge anticipates paying \$15/hour for this position and welcomes interested candidates looking for a meaningful volunteer experience or one which will fulfill a course requirement.

***Footbridge provides equal employment opportunity for all applicants and employees. All essential duties are to be accomplished based on the ADA guidelines. ADA (American with Disabilities Act) states that the duties are to be successfully completed with or without reasonable accommodations.***