



Girls on the Run inspires girls to be joyful, healthy & confident using a fun, experience-based curriculum which creatively integrates running.

MARKETING & SOCIAL MEDIA COORDINATOR JOB DESCRIPTION GIRLS ON THE RUN OF BEXAR COUNTY

Organization Summary

The Girls on the Run of Bexar County **Marketing & Social Media Coordinator** must possess a passion for and commitment to improving the lives and opportunities of girls in third through eighth grade. The Girls on the Run of Bexar County programs provide a safe and interactive way to learn about healthy living which includes an introduction to and education on important topics such as goal-setting, cooperation, healthy decision-making, and self-respect, while training for a 5K event. The innovative curriculum teaches girls to listen and open up while also encouraging them to commit to a healthy lifestyle and harness the inner strength they possess. Our mission is accomplished by giving girls the tools to make positive choices for a healthy body and mind, while reducing the many risks they face today.

Position Profile

The **Marketing & Social Media Coordinator** is responsible for engaging key audiences through communications, social media, and marketing initiatives. This position reports to the Girls on the Run of Bexar County Executive Director and works collaboratively with the Program Manager to ensure alignment of efforts with program strategy. As part of a small team, this position will also directly support program delivery during the peak season.

Responsibilities

Some of the key responsibilities of the **Marketing & Social Media Coordinator** include but are not limited to:

Social Media Management

- Develop and manage social media strategy that appeals to a diverse population. This includes but is not limited to coordination of posts, defining measurable outcomes, managing paid ad budget, and creating an annual content calendar.
- Write, edit, and publish engaging posts using graphics and videos for various social networks, including Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Coordinate communication with followers to increase brand recognition, revenue, and engagement in a timely, friendly, and professional manner.



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Communications & Marketing

- Work with the Executive Director and Program Manager to refine for effective communication and segmentation an annual marketing plan that includes social media, website management, quarterly newsletters via MailChimp, and other communications to both steward existing audiences and engage new and diverse audiences.
- Write, review, and edit compelling and strategic content for external marketing purposes, including print and digital materials, promotional collateral, social media posts and campaigns, email marketing, newsletters, and website.
- Measure and analyze marketing initiatives, promotions, and campaign results, optimizing and adjusting tactics as needed to achieve goals.
- Support e-communications, including event invitations, newsletters, solicitations, and donor email.
- Work with the Executive Director and Board of Directors to coordinate the annual Big Give.
- Write and distribute media releases; maintain a press kit.
- Design graphics using Canva for social media, brochures, etc.; coordinate and select appealing images and videos to complement the text.
- Maintain up-to-date and compelling communications files. Organize local photos and anecdotes/testimonials to support storytelling activities.

General Team Responsibilities

Support program delivery during peak seasons by:

- Completing coach training and visiting sites
- Participating in coach material assembly
- Supporting coach training
- Actively participating in weekly staff meetings, coming prepared and engaging in collective problem-solving
- A commitment to using the opportunities of this position to make Girls on the Run of Bexar County a more inclusive, diverse, equitable, and accessible organization

Working Conditions

- Ability to work a varied schedule, including evenings, early mornings and weekends, when required



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- Additional hours may be required during critical program periods, occasionally including, evening, weekend, or early morning hours
- Working remotely or from home is an option for some of the hours/tasks
- Regular access to a reliable vehicle with ability to travel locally for programming, events, and/or meetings
- Willingness to travel occasionally for site visits or trainings/professional development and Girls on the Run events
- Occasional lifting of roughly 35-pound boxes of supplies, materials, etc. to waist high level
- Must submit a Girls on the Run of Bexar County application and pass a background check every two years

Required Qualifications

- Passion for Girls on the Run mission and the ability to comprehend and effectively communicate issues surrounding empowerment, self-esteem, body image, and whole-person health
- Demonstrable experience leading and managing email, social media, and/or paid advertising campaigns
- Outstanding communication skills in multiple environments and with a range of audiences
- Excellent attention to detail
- Ability to multitask, prioritize, and make efficient decisions
- Flexible and adaptable
- Self-driven
- Works well individually and on a small team
- BA or BS degree in a related field, or equivalent experience
- Basic graphic design and visual literacy (e.g., developing images for social media, an eye for detail and quality images, crafting great-looking visuals, etc.)
- Proficient in Microsoft Office: Word, Excel, and PowerPoint; web-based applications and databases; design software (Canva); Google Analytics, MailChimp, SurveyMonkey

Preferred Qualifications

- Fluency in Spanish
- Experience with Girls on the Run or other nonprofit
- Connections to the local community or ability to form connections



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Compensation and Benefits

This is a non-exempt, part-time position (15-20 hours per week) offering a compensation of \$15-\$17 per hour, depending on experience. Girls on the Run of Bexar County offers mileage reimbursement, paid at the standard mileage rate. A laptop may be provided for business use. Position is currently remote with in-person tasks required.

To Apply

Submit cover letter, resume, and references to jobs@gotrsanantonio.org.