



Job Description Social Marketing Contractual Position

The Family-Run Executive Director Leadership Association (FREDLA) seeks a part-time contractual position for FREDLA Social Marketing activities. The contractor will report to the Executive Director of FREDLA and interact with multiple constituents including: non-profit family organizations, The Institute for Innovation and Implementation at the University of Maryland, School of Social Work, counties, and states seeking to improve children's mental health services. The hours of the contractor are contingent upon funding and specific job requirements.

Experience, Education

1. Bachelor's in marketing, advertising, communications, journalism, or degree related to the position is preferred
2. Four (4) years of experience in marketing, communications, or media, public, or client relations
3. Organizational and project management skills, with attention to detail and deadlines
4. Lived experience as a family member of a child/youth with mental health needs preferred or understanding of experiences of families caring for a child with mental health needs
5. Experience working in non-profit sector preferred

Knowledge, Skills, Abilities

1. Excellent interpersonal communication skills, both verbal and written
2. Mastery of the digital and social media landscape
3. Extensive knowledge related to social marketing
4. Knowledge about best practices related to graphic design and branding
5. Understanding of how to effectively use technology
6. Ability to effectively communicate both verbal and written thoughts, ideas, and facts.
7. Develop materials and training for technical assistance to states, communities and family-run organizations on social marketing and strategic communication strategies to elevate family voice and family-run organizations
8. Manage FREDLA social media communications, including Facebook, LinkedIn, Twitter, and other relevant platforms
9. Manage FREDLA's website (postings, updates, etc) and online communications including Constant Contact and the FREDLA listserv
10. Coordinate with U of Maryland Director of Social Marketing, Family Advisory Council, and Frameworks Institute.

Hourly rate commensurate with education and experience.
Renewable six month contract contingent upon funding.

For additional information visit FREDLA's website at www.fredla.org
For consideration email info@fredla.org and include resume and description of qualifications.