



Position: Digital Marketing Specialist
Location: 601 E. Fifth Street, Suite 255, Charlotte, NC 28202
Department: Development
Reports to: Director of Development

ORGANIZATION

The mission of Supportive Housing Communities (SHC) is to provide affordable housing to alleviate homelessness and human suffering. The organization uses a permanent supportive housing approach, which links permanent, affordable rental housing with access to flexible, voluntary supportive services (health care, mental health/substance use treatment and employment services). The organization owns two housing complexes and utilizes privately-owned rental units scattered throughout Mecklenburg County to provide affordable housing options. As part of its housing model, SHC also provides comprehensive programs and services specifically targeted to provide the chronically homeless with the support and skills needed to remain stably housed and independent, including comprehensive case management, mental health counseling services and a supportive employment program.

POSITION AND RESPONSIBILITIES

The Digital Marketing Specialist is responsible for executing SHC's marketing and communications strategies in digital channels. The Digital Marketing Specialist reports to the Director of Development and is a part of the Development team.

The primary responsibilities of the Digital Marketing Specialist include, but are not limited, to the following:

Social Media

- Create and post all agency content on all social media platforms including Facebook, Twitter, LinkedIn, TikTok, Instagram.
- Manage agency social media pages, including messages, mentions, events and responding to followers in a timely manner.
- Accompany employees to community and client activities for social posting.
- Drive social sharing and engagement to new heights via engaging and innovative content.
- Implement new social media trends and developments
- Execute monthly social media plans.
- Provide reporting on social media analytics each month.

- Ability to spot trends in successful campaigns.

Digital Marketing

- Use graphic design software to create digital communication materials such as social media graphics, Instagram stories, etc.
- Create e-communications, not limited to quarterly e-newsletter, and fundraising campaign sites.
- Create and manage ads through social media and Google that will generate awareness and revenue for SHC.
- Photography or videography experience

Communications

- Work with Brand & Marketing committee to ensure cohesive voice and tone across all marketing.
- Develop relationships with news outlets, social media influencers and community groups to enhance the overall knowledge of SHC in the community.

EXPERIENCE AND EDUCATION

The ideal candidate will have the following capabilities and qualities:

- A passion for ending chronic homelessness, poverty and understanding of the SHC mission and the community in which it serves;
- Bachelor's degree in Communications, Digital Marketing, or similar area.
- 2-3 years experience with digital marketing, social media with proven track record.
- Ability to work independently and on a team, be goal oriented and manage multiple priorities;
- Excellent verbal and written communication skills are a must;
- Flexible schedule in support of fundraising and other organizational events and activities.

COMPENSATION

The expected hiring range is \$40,000 - \$45,000, with a full benefits package.

HOW TO APPLY All inquiries, nominations and applications should be directed via email to Jessica@aplacetoliveagain.org. Applicants must include a cover letter with resume to be considered for the position. Please also indicate where you learned of the opportunity. Please note that only those candidates invited for screening will be contacted.

Supportive Housing Communities provides equal employment opportunities to all persons without regard to race, color, creed, age, sex, religion, disability, nationality, or sexual orientation, and promotes the full realization of this policy through a positive, continuing program of affirmative action.