



**"...From Surviving To Thriving"**

**Social Media Marketing Associate  
Bridge to Freedom Foundation**

<http://www.bridgetofreedomfoundation.org/>

Founded in 2008, Bridge to Freedom Foundation is a nonprofit charitable organization based in the Washington, D.C. metropolitan area. The mission of Bridge to Freedom Foundation is to enhance the services and opportunities available to survivors of modern slavery. We do so by connecting for-profit corporations, community groups, educational establishments and the general public in the support and development of these victims.

Bridge to Freedom Foundation offers the unique opportunity to launch a new organization. We seek bright, motivated, and socially aware individuals to bring their skills and expertise to our organization. We offer flexible volunteer hours, educational and training opportunities, and the ability to network within D.C.'s nonprofit community.

We seek a highly motivated individual with experience and fanatical passion for blogging, micro-blogging, and addiction to Facebook and community participation leadership, to serve as our Social Media Marketing Associate. The successful candidate will join our communications team and report directly to the Executive Director.

**Position/Title:** Social Media Marketing Associate

**Goal of Position:** To research and identify promising practices in all aspects of social media. The Associate will be oversee the implementation and continued development of our Social Media Marketing plan, and increase our organizational in all mediums. The Associate reports directly to the Executive Director.

**Essential Qualifications and Experience:**

- Recent graduate, 1-2+ years of experience preferred.
- Demonstrated creativity and documented immersion in social media.
- Excels at research, possesses excellent writing skills and the ability to produce quality editorial and technical writing matter.
- Experience or training in advertising, PR, online marketing or similar field.
- Proficient with Microsoft Office products.
- Dedicated to blogging and use of Facebook
- Understands social media universe including YouTube, StumbleUpon, Delicious, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, etc.

**Desired Qualifications and Experience:**

- Understands the power of feed marketing
- Demonstrated ability to map out a marketing strategy and then drive that strategy proven by testing and metrics.

- Experience sourcing and managing content development and publishing
- Ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound
- Discretion to identify threats and opportunities in user generated content
- Possesses functional knowledge or some experience with HTML/CSS
- Knowledge of search engine optimization-think including basic keyword research.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns.
- Tag and title content, with an understanding of how the word's chosen impact natural search traffic and rankings via recurrent optimized content

#### **Volunteer Responsibilities:**

- Administrative duties as required.
- Work directly with our Media and Public Relations Associate, Fundraising Associate, as well as oversee the work of some of our Interns.
- Interact with our supporters/fans to align their needs with our objectives.
- Be the eyes and ears of BTFF in the virtual world.
- Conduct keyword research, including cataloging and indexing target keyword phrases.
- Actively participate in social media on behalf BTFF.
- Optimizing tags, on our feeds, sharing sites like YouTube/Flickr & search engines through copywriting, creative & keyword optimization & buzz pocket mining.
- Manage/track link building campaigns, coordinated with all facets of our organization.
- Create and update, weekly and monthly reports on our social media presence.

#### **Timeframe:**

**Length of time/duration:** Start and end dates are flexible, however a commitment of 3 months is requested, and a period of 6 months is preferred.

**Estimated hours:** Volunteer hours are flexible and are available on a full or part-time basis; however a minimum of 10 hours per week is suggested.

**Scheduling:** Scheduling is flexible and may vary based on organizational events and project deadlines.

**Training Required:** An initial week of training and orientation will be provided in order to acclimate Volunteers to Bridge to Freedom Foundation's mission, goals and programs, as well as our staff and volunteers.

**Location:** Our office is located in Fairfax, VA, however it is not required that Associates work daily from our office and much of the positions responsibilities and duties can be done virtually. Associates may also be asked to attend workshops, conferences or other offsite meetings and trainings. Time in the office versus virtual office hours will be established on an individual needs basis and may vary weekly.

**Benefits:** Although positions are unpaid BTFF will provide local transportation costs.

**To Apply:** Interested applicants should send a cover letter outlining why you would make the perfect candidate for BTFF's Social Media Marketing Associate, writing sample, application form and a current resume to Cassandra Clifford at [info@btff.org](mailto:info@btff.org).