



## **PROJECT HOPE ALLIANCE, COSTA MESA, CA**

Mission: Ending the cycle of homelessness, one child at a time.

### **Organization**

Project Hope Alliance (PHA) is a nonprofit organization that seeks to end the cycle of homelessness, one child at a time. Since 1989, PHA has developed and successfully implemented programs that address the unique issues facing homeless children, which prevent them from realizing their full potential. Our unique and personalized programs empower children with hope and, more importantly, with the tools to help them complete their education and ultimately succeed in life.

### **PHA Philosophies:**

1. We start with the conviction that **all things are possible** for homeless children.
2. We believe **our investment in children will** prevent adult homeless tomorrow.
4. We **serve children from birth to age 24** because we **believe journeying with them to adulthood will disrupt generational homelessness.**
5. **We help children by supporting their parents.**
6. We are **called** to provide children with opportunities and eliminate barriers so they are **free to believe** that **all things are possible for themselves.**
7. We **walk alongside children and youth in partnership**, giving them **dignity while fostering independence, stability, and HOPE.**
8. Our **work is not finished** until our **Community is able to meet the educational, social-emotional, opportunity, health and esteem needs** of children & youth experiencing homelessness.

### **Job Title: Community Engagement and Social Media Coordinator**

Reports to: Individual Gifts Officer

FSLA Classification: FT, Exempt

Supervises Others: No

### **Overview**

The **Community Engagement and Social Media Coordinator (CESMC)** is the primary point of contact for various external stakeholders and donors. This full-time position will coordinate critical development and relationship-building campaigns and initiatives,

including volunteer, community education, and fundraising events, as well as manage social media platforms (LinkedIn, Instagram, Facebook, Twitter, YouTube.)

The ideal CESMC candidate should be comfortable working independently, providing courteous and timely service to external constituents (donors, volunteers, etc.), and communicating with internal staff. The position is supervised by the Individual Gifts Officer and provides direct support to the Development Team and Program Team.

### **Volunteer Cultivation and Management**

- Represent PHA in civic community outreach efforts and in development community events.
- Collaborate on a broad range of stewardship projects within the department, including, but not limited to, customizing donor/volunteer correspondence, maintaining volunteer records, and providing high-level stewardship to enhance the overall donor experience.
- Coordinate volunteer-related logistics for special events off-site and onsite.

### **Digital Campaign Events**

- Assist with planning and execution of all fundraising campaigns and events, including logistical details, and serving as a point of contact for vendors, sponsors, supporters, and volunteers (Backpack Drive and Hope for the Holidays)
- Participate in the planning, solicitation, execution, and stewardship of online campaigns.
- Set up fundraising campaigns on digital platforms.
- Assist in producing and distributing event collateral, including invitations, brochures, sponsorship materials, name tags, etc. Initiate and coordinate support from the Individual Gifts Officer and outside designers as necessary.
- Coordinate with Development Team regarding the segmentation and targeting of campaign donors.

### **Social Media Communication**

- Plan, develop, and execute social media posts to coordinate with other foundation communications across all PHA Platforms: Instagram, Facebook, Twitter, YouTube and LinkedIn.
- Instill best practices, follow brand standards and maintain consistency (logo, content, images, etc.) across all channels of communication.
- Bring fresh and innovative ideas to tell our story and reach our communication objectives.
- Maintain awareness of current marketing trends, best practices, and technologies including analytics.
- Ensure all marketing collateral is organized, archived, and easily accessible.
- Communicate with the followers through Direct Messaging in a professional manner and distribute important information in a timely manner to the appropriate person.
- Assist with special projects as needed.

## **Minimum Requirements**

- Bachelor's degree and 2+ years of professional working experience.
- Experience with donor databases (Salesforce preferred).
- Exemplary organizational skills, including handling multiple tasks, exercising good time management, and project management within teams.
- Professional, positive, and approachable attitude. Ability to work and communicate with a diverse group of people, as well as the ability to work independently.
- Excellent computer and digital skills, including Microsoft Office (Word, Excel, PowerPoint) and familiarity with Canva, WordPress, and Adobe Creative Suite (Photoshop, InDesign, Illustrator), Google workspace.
- Experience with social media outreach, content creation, and messaging across PHA platforms.
- A flexible schedule which includes some nights and weekends.
- Strong commitment to the mission and goals.

## **PHYSICAL REQUIREMENTS**

This is primarily a position that requires the ability to speak, hear, see, and lift small objects to 20 lbs. May require the ability to travel locally and/or regionally. The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Resumes should be directed to Chris Farwell, Individual Gifts Officer, at [chris.f@projecthopealliance.org](mailto:chris.f@projecthopealliance.org).

No telephone calls, please.  
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