



DREAMCENTER
FOUNDATION

Job Title:	Content Coordinator (Photo)	Job Category:	Non-Exempt
Department:	Marketing and Communications		
Location:	Dream Center Foundation		
Level/Salary Range:	\$16-18/hr	Position Type:	Full Time

The Dream Center’s purpose is to reconnect isolated people to God and a community of support by providing human services that address immediate and long-term needs in the areas of homelessness, hunger, poverty, addiction, education, and human trafficking. We are building a community of overcomers, people whose lives have been redeemed by God’s love, justified by faith, and born again upon repentance and acceptance of Jesus Christ as Lord.

Description:

As the Content Coordinator, this position will maintain and grow Dream Center’s content on all marketing and social networks through collaborative strategy. You will work closely with the Marketing Manager and the content team to create new social campaigns, build brand recognition, and maintain all social content for Dream Center and its affiliate organizations. This position will have a high focus on photography, but not limited to other content. This position will also prioritize social media calendar and coordination management (and all that is associated with it), and will need to be knowledgeable about current social trends, have strong organizational skills, and a high level of attention to detail. This position will require a highly motivated and creative team player that will utilize their talents to showcase Dream Center’s online presence.

Duties:

- Collaborate with team to develop marketing and social media calendars.
- Research current trends and successful styles for content as you assist the designers and Marketing Managers in curating our social media platforms
- Collaborate with the team to brainstorm, conceptualize, plan and coordinate, and produce content for all social media platforms that include Facebook, Twitter, LinkedIn, Pinterest, YouTube, Instagram and others as they emerge.
- Produce, manage and maintain photography and videography needs as assigned, including assisting on production sets.
- Heavy focus on developing, and maintaining photo content. This also includes all appropriate equipment and asset management.
- Cover all photo and other content needs for events, promotions, campaigns, and more.
- Monitor social media activity on platforms to include analyzing, and reporting on engagement monthly and develop recommendations for a digital strategy based on engagement.
- Ensure design, publication, and posting of marketing materials across all Dream Center social media channels (and other channels as needed) are completed and published on time.
- Ensure all content is on-brand, consistent in terms of style, quality, and tone of voice, and optimized for search and social promotion.
- Continually audit our main platforms to ensure all information is up to date and accurate.
- Engage Dream Center’s community, answering DMs/comments, customer service questions, etc. to drive a positive and high-touch brand experience.
- Work with the Marketing team to promote events and capture real-time content. This includes working with the team to set-up and tear-down of equipment.
- Responsible for daily monitoring of tagged posts and mentions in stories, looking for valuable user-generated content to share with our audience.
- Help drive growth of Dream Center audiences on social media to reach goals and KPIs.
- Support external agencies, retailers, distributors, events, influencers, stakeholders, and other brand partners to plan and execute social media campaigns.



- Assist to design and manage the production and distribution of marketing/advertising materials for all external needs.
- Contribute as a writer and proofreader for all communications as needed.
- Must be able to travel as needed.
- Other duties as assigned.

Experience Requirements:

High school diploma or equivalent; college preferred or 1-2 years of experience in social media, creative or related field

Job Requirements:

- Learner
- Critical thinker and problem-solver
- Pro-active and forward-thinking
- Strong understanding of content creation, management and social media marketing for business or organization
- Strong written and verbal communication skills
- Ability to work independently and in a team environment
- Receives and contributes feedback objectively and not personally
- Humble and is teachable, always willing to learn and grow
- Working knowledge digital platforms for content management and communication like Google Suite, AirTable and Slack; Adobe Creative Suite and appropriate applications like Photoshop, Illustrator, Premiere, and Lightroom, and third-party applications like Canva
- Working knowledge of social media platforms like Facebook, Google Analytics, Twitter, YouTube, TikTok and Instagram
- Strong time management skills including the ability to handle multiple social channels with changing priorities
- Good eye for detail and content curation
- Excellent interpersonal skills
- Excellent knowledge of Instagram, Facebook, Twitter, YouTube, TikTok and other social media best practices
- Familiarity with web/graphic design and brand awareness
- Understanding of best copywriting practices
- 1-2 years creative or social media experience
- Strong multi-tasking skills
- Requires repetitive movement
- Requires bending, twisting, standing and/or sitting for long periods of time
- Must be able to lift over 25-50lbs at times

Job Type: Full-time

Benefits:

- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Schedule:

- Monday to Friday- availability and flexibility will be needed on weekends for events, and other needs that may arise



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This role will be based in Los Angeles. Candidates will need to supply samples of work or a portfolio link to be considered.

Employee Signature:

Date:

Last Updated: August 14, 2023