



PENCIL
Public Education Needs Community Involvement and Leadership

JOB DESCRIPTION

Social Media & Marketing Fellow

Reports to: Events & Marketing Manager
Supervises: N/A
Schedule: Part time, hourly up to 12 hours/week
October 2021 – June 2022
Wage Scale: \$17.50 /hr.
FLSA Status: Non-exempt

PENCIL'S TEAM VALUES:

Our work is guided by the needs of Metro Nashville Public Schools, is student centric, and is achieved through partnerships and tangible engagements.

As the PENCIL team, we will:

- Be collaborative and transparent
- Act with integrity
- Demonstrate kindness and gratitude

POSITION SUMMARY:

Under the direction of the Events & Marketing Manager, the Social Media & Marketing Fellow develops and implements marketing strategies to gain greater brand awareness for PENCIL and community participation. These strategies will primarily include social media, graphic design, mass communication strategies, updating the PENCIL website, photography, storytelling and supporting our media outreach.

ESSENTIAL FUNCTIONS:

Tasks will include:

- Design digital flyers, graphics, invitations, and PENCIL program collateral as needed (using Canva)
- Assist with creating and posting fresh content on all social media channels (Twitter, Facebook, LinkedIn, Instagram, PENCIL Blog, YouTube), ensuring broad reach of pertinent stories
- Encourage and manage regular interactions and engagements with partners and stakeholders on all social media channels
- Create internal and external marketing resources and processes to help PENCIL stakeholders promote PENCIL's work

Linking community resources to Nashville Public Schools to help young people achieve academic success and prepare for life.



PENCIL

Public Education Needs Community Involvement and Leadership

- Maintain PENCIL’s website by editing and refreshing web content through the administration of WordPress
- Assist in the creation of content for monthly PENCIL newsletter
- Research innovative marketing techniques and social trends to help advance partnership and volunteer recruitment, recognition, and interaction
- Captures video and photo collateral to give visual representation of PENCIL’s message
- Assist with the design and execution of PENCIL social campaigns, specifically focused on PENCIL’s 40th Anniversary and the Our Students, Our Future Endowment Campaign
- Support the Development & Marketing team by writing stakeholder profiles to help highlight PENCIL’s work
- Support PENCIL events as needed through outreach, follow-up communication, preparation of event materials, and recruitment of auction items for PENCIL’s annual *A Little Night of Music* fundraiser

The over-arching goal of this position is to raise awareness and enhance PENCIL’s brand to increase impact and provide more direct support to MNPS teachers and students. The Social Media & Marketing Fellow will spearhead social media engagement, update PENCIL’s marketing materials (website, flyers, etc.), and advance PENCIL as the lead resource provider to Metro Nashville Public Schools by capturing and sharing profiles of stakeholders (partners, community members, volunteers, students, teachers, etc.). Qualities that will benefit the Social Media & Marketing Fellow include:

1. Attention to detail
2. Ability to work independently - problem solve, set, and accomplish goals, and meet deadlines
3. Reliable and strong follow-through
4. Strong written and oral communication
5. Creativity
6. Experience creating marketing materials via Canva
7. Social media savvy – proficient in using major platforms (Facebook, Instagram, LinkedIn, Twitter, and YouTube)
8. Ability to engage and draw out stories
9. Ability to creatively articulate stories through writing and videos
10. Curiosity about programs, partners, staff, MNPS
11. Performs other functions as assigned

QUALIFICATIONS:



PENCIL

Public Education Needs Community Involvement and Leadership

- **EDUCATION** – Bachelor’s Degree (currently pursuing or achieved) in Marketing, Communications, English or related field preferred
- **SKILLS** –
 - Fluent in use of WordPress and Canva
 - Creative with proven ability to problem solve, set, and accomplish goals, and meet deadlines
 - Organized and able to keep accurate and detailed documentation
 - Basic computer skills are essential, including a working knowledge of Microsoft Word, Excel, PowerPoint, and databases, as well as advanced knowledge of current and up-and-coming social media platforms and Canva. Familiarity with Adobe Suite and video editing is a plus.
 - Excellent written and oral communication skills
 - Able to work independently and proactively without daily instruction is critical but must display teamwork and conflict resolution skills.
- **EXPERIENCE** – At least one-year experience creating brand awareness via social media, press releases and/or print or web materials. Experience with and interest in creative writing and storytelling.
- **CONFIDENTIALITY** – Ability to manage sensitive information in a professional and confidential manner as outlined in PENCIL’s Confidentiality Policy

ENVIRONMENTAL CONDITIONS & PHYSICAL DEMANDS:

- The employee is required to talk and hear and must physically be able to travel.
- Specific vision abilities required by this position include close vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- Manual dexterity sufficient to reach/handle items, works with the fingers, and perceives attributes of objects and materials.
- Moderate physical activity performing somewhat strenuous daily activities of a primarily administrative nature.
- The employee must occasionally lift and/or move up to 25 pounds.
- The employee is required to stand, walk, climb, and balance.

WORK SCHEDULE & HOURS:

This position is flexible and can be done remotely (from Nashville) with access to PENCIL’s shared server and software programs through June 2022 (flexible). The Social Media & Marketing Fellow may be asked to work at the PENCIL office for a specific project, visit a Metro School or help set up for a PENCIL event, so they must live in the Metro Nashville or surrounding area. The Social Media & Marketing Fellow must be available during business hours for meetings or calls with other team members, but PENCIL can be flexible on the schedule. Hours may vary from week to week depending on project deadlines (estimated up to 12 hours per week). Occasional evening and weekend work may be necessary for special events.



PENCIL
Public Education Needs Community Involvement and Leadership

HOW TO APPLY

Qualified candidates should please submit by **5pm Tuesday, October 26** a cover letter, resume, a sample flyer for a PENCIL event or program and a social media campaign outline to hr@pencil615.org. **Please, no phone inquiries.**

DISCLAIMERS:

This job profile is not intended to be all inclusive of tasks required, it is to provide a general description of essential job responsibilities.

PENCIL is an affirmative action and equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, protected veteran or disabled status, or genetic information.

Employee Signature

Date