

Community Content Specialist Role Description



About The Black United Fund of Texas

BUFTX is a community based statewide resource center that enhances self-help opportunities that foster initiatives to promote community and development that result in economic empowerment.

We do this by working with communities and organizations at the grassroots level, finding out what they need and help connect them to the resources they need to enrich their lives.

We are looking for a contractor to add to our team!

We are looking for a **Community Content Specialist** as a **part-time team member** and co-disruptor at approximately **7 hours per week**. It is of utmost importance that we bring on individuals and institutions interested in grassroots, community-centric ways of being and organization management that affirms and builds trust in our immediate community of Fifth Ward & Kashmere Gardens in Houston, TX. Additionally, it is important that this person is committed to being a contractor for a minimum of 12 months to support the organization in establishing a solid community outreach foundation.

This individual or agency must be located in Houston, TX and have the ability to travel & attend the organization's events, meetings, and community activations to capture content.

This is who we are looking for

We are looking for individuals or companies (Ex: branding strategist firm, marketing firms) with an unwavering commitment to the Black community's mental, physical and spiritual liberation. We are looking to work with someone or agency that is passionate about building keeping community members informed about the progression of our organization's programming & developments. This individual or agency feels energized and confident about being conscious and culturally-centric. They are comfortable with incorporating communications software and innovative communications practices to develop and execute a holistic communications strategy. Additionally, we want people who have a solid foundational understanding of social justice and the nonprofit industrial complex landscape.

Position Skills and Expertise Required

Outreach (Marketing)

- Create a branding strategy for The Black United Fund of Texas and sub-branding for their programs, such as the [Vulnerable to Vibrant Grant](#)
- Work in partnership with other team members to conceptualize boots on the ground collateral, and other organizational marketing materials such as annual reports, press releases, flyers, brochures, etc.
- Develop and facilitate an editorial and communications calendar of organizational events and a social media schedule to ensure news, organization updates, and events are shared with potential funders, partners, and immediate community members
- Edit, proofread, and revise communications tools, documents, captions and other organizational marketing materials

- Design and facilitate email marketing campaigns & newsletters
- Regularly update the organization's website design, monitor its operation, and gather website analytics data on a quarterly basis
- Grow number of social media followers and engagement via creative, entertaining, compelling, and informative posts

Social Media

- Advanced understanding of the social media & email marketing tools such as Instagram, Facebook, Mailchimp, and YouTube,
- Some experience with social media scheduling platforms
- Curate graphical content for all organizational outreach platforms (Instagram, Facebook, Mailchimp and Eventbrite)
- Capture photos & videos of the organization's events and edit them for short and long form content

Project Management

- Ability to manage multiple projects simultaneously, while maintaining a firm grasp on individual project details and deadlines.
- Working knowledge of Google Suite, Zoom, Canva, YouTube
- Understanding of Asana platform (preferred but not required)

Divine Gifts & Skills We Need

- Experience as a social media manager or a similar role (can give portfolios of 2 previous projects or examples of previous work)
- Aptitude for crafting engaging content
- Expert experience with editing video content
- Have ready access to equipment & software needed to capture, record, & edit photos and videos
- Sincere and demonstrated commitment to radical, Black, Afrofuturist, diasporic mental, physical and spiritual liberation
- An expert understanding of social justice organizing, nonprofits, and social enterprises.
- Clear, direct and community-centric written and verbal skills
- Deep personal and professional understanding of intersectionality and equity and how these play out with partners (clients) and communities
- Exceptional ability to participate in community engagement events & activities in a culturally affirming manner. Has the ability to engage diverse audiences, stakeholders, & networks
- Conscious and fair decision-making experience

Salary & Benefits

This position will be compensated as a contract at \$1,000 per month for the first 2 months, then \$2,000 per month for the remaining 10 months. Please note this position does not offer any health // medical, dental, or vision benefits. If you have follow up questions, please contact the organization's Project Manager, Jalyn Gordon at afrocommuniversity@gmail.com and a response will be given within 48 hours of email receipt.

To apply, please send your resume // portfolio, video recording, or any other creative means of applying to afrocommuniversity@gmail.com.

The Black United Fund of Texas does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations