



FLOURISHING HOMES & FAMILIES

Content Strategist

JOB DESCRIPTION

+ Job Title and Overview

In the role of Content Strategist for Flourishing Homes & Families, you will be responsible for creating and developing website, blog, email, and social media content that invites engagement, grows our email list, and generates sales of The Mentorship and monthly workshops.

+ Essential Responsibilities

- Develop and execute content strategies that align with our ministry's stated values
- Create the content needed to build out our website and blog, primarily drawing from FHAF content on our social media platforms
- Strategize the expansion of our email list and create email marketing campaigns that generate sales of workshops and The Mentorship, and later in 2023, our book.
- Create high-quality blog content that drives traffic and engagement, eventually maximizing SEO Settings
- Strategize and develop social media strategies that increase engagement, grow our email list, and drive sales (At this time Amanda will still be creating and scheduling social media posts)
- Record B roll reels that can be used to promote FHAF products/info/values

+ Experience and Qualifications

- Must have familiarity with FHAF's mission and message
- A working understanding of child development, or willingness to learn quickly
- Competent or willing to learn Canva and InShot
- Prior social media management is a plus

+ Compensation

- 10-15 hours per week
- Hourly pay commensurate with experience

+ Working Conditions

- This is a virtual/work-from-home position.
- Most of the time you can set your own schedule
- Availability on Thursday evenings at 8:00-9:00 PM CST is a plus
- FHAF Team Meetings during the day fluctuate based on the ministry needs/book launch, and we will do our best to work with your family's schedule and needs