



Beautiful Broken Vessels
1 Floretta Pl Unit 80554 Raleigh, NC 27623
Beautifulbrokvvessels.org
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Beautiful Broken Vessels Board Committee Members Duties and Roles

Board member committee member role: Social Media Content Creator

The social media content creator is a volunteer position with Beautiful Broken Vessels, who is creative and innovative. You will report to the marketing chair, working in tandem with the marketing and fundraising team. The content creator is responsible for producing marketing content for all of Beautiful Broken Vessels social media platforms, blog and the website. Your created posts will increase traffic and brand awareness, generating leads for new business as well as donations. You will help us reach our target audience by delivering both useful and appealing online information about what matters the most to them. The content creator is capable of providing marketing support for content at company events and fundraisers.

Your duties as social media content creator:

- Promote content on social media networks and monitor engagement
- Coordinate with marketing and fundraising team to illustrate articles
- Update website as needed
- Increase lead generation through social media channels
- Regularly utilize social platforms (Facebook, Instagram, twitter, youtube, linkedin etc)
- Schedule and post content to various social media channels
- Conduct research to learn about topics related to our work within the company, learning how it impacts our target audience; contextualizing the findings in an appropriate way
- Edit and proofread written pieces before publication
- Meet regularly, as determined by marketing chair; with marketing chair/President/Director to ensure content is in line with the organization's core values, mission and vision statement;
- Ensure marketing strategies create a favorable image for Beautiful Broken Vessels in the public eye
- Use social media to engage participants, promote company initiatives

Committee Member Responsibilities:

- Excellent written and editing skills in English
- Working knowledge of Adobe Creative Cloud, Facebook Manager and Google Analytics, Wix, Later, CANVA, Linktree, Asana
- Possess an excellent working knowledge of MS Office and Google Drive Suite
- Ability to multitask and prioritize daily, weekly and monthly goals
- Strong organization, time management and planning skills
- Express ideas and provides input
- The capacity to work independently and collaboratively
- Actively engage in a specific aspect of the overall marketing strategy as identified by the marketing strategy outlined
- Strong attention to detail
- Actively participates in meetings, contributing to the discussion, brainstorming and sharing innovative ideas
- Stays abreast of what's happening within Beautiful Broken Vessels and within the marketing strategy



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- Actively build relationships and explore opportunities for in-kind donations
- Makes a serious commitment to participate actively in committee work
- Ability to work efficiently without compromising quality or accuracy
- Please read and understand the committee member description of the position you are applying for