

Kids Alive International

2507 Cumberland Drive
Valparaiso, IN 46383



Content and Social Media Specialist

Position Summary

Kids Alive International (www.kidsalive.org) is a Christ-centered organization that believes every child deserves to live free from the bondage of hunger, abuse, and exploitation. Our commitment to this Biblical truth compels us to rescue orphans and vulnerable children, and meet their spiritual, physical, educational, and emotional needs, with compassion and excellence.

We are seeking an experienced **Content and Social Media Specialist** to create, edit, and manage Kids Alive's digital content, as well as to make a positive contribution towards our organization's Christian ethos. This job is a full-time salaried position based in our International office in Valparaiso, Indiana. This individual will report directly to the Senior Director of Strategic Innovations.

The ideal candidate will have a bachelor's degree in English, communications, marketing, or a related field, as well as two to four years of experience in content creation, one to two years of experience as a Social Media Specialist or similar role, and familiarity with aligning content to an organization's style guide and writing in desired voice/tone for articles/posts.

Job Duties

- Gather and organize content resources from Kids Alive country offices, including articles, photos, and video.
- Create and implement social media campaigns in support of new offers, events, and other marketing initiatives.
- Manage and oversee all social media content, liaison with the fields as necessary.
- Craft articles, blog and social media posts, social media memes, and ads to engage people with the ministry of Kids Alive International.
- Maintain the editorial calendar, scheduling deadlines and tracking content through the editorial process.
- Measure the success of social media and other online campaigns, delivering monthly analytics reports, measurements, and insights that will inform future strategy.
- Deliver monthly and quarterly social media analytics reports.
- Stay up to date with the latest social media best practices and technologies.
- Monitor SEO and user engagement and suggest content optimization.

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- Collaborate with country offices to help promote and deliver global brand consistency in their social media efforts.

Job Requirements

- Strong communication and excellent copywriting skills, with a proven ability to be concise, impactful, and in the organization's brand voice.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- Enthusiasm for identifying trends, best practice, and user needs.
- Enthusiasm for locating the right content and appropriate touchpoints.
- Understanding of SEO and web traffic metrics.
- Experience with audience and buyer/donor persona research.
- Experience sourcing and editing photos; basic Photoshop skills.
- Good understanding of social media KPIs.
- Familiarity with web design and publishing.
- Excellent multitasking skills and an eye for detail.
- Critical thinking and problem-solving skills.
- Team player with proven ability to work across various cultures.
- Strong time management skills.
- Great interpersonal skills.
- Participation fully in daily staff prayer times and devotions.

Character Requirements

- Committed Christian with a personal faith in Jesus Christ and a heart for serving orphans and vulnerable children.
- Full alignment with the driving mission/vision/core values of Kids Alive International, the Bible, Christian theology, statement of faith, and practice as stated on our website at www.kidsalive.org/meet-kids-alive/about/what-we-believe/ and www.kidsalive.org/meet-kids-alive/about/.
- Commitment to champion and contribute towards our organizational culture.