



September 23, 2024

Request for Applications (RFA) for Outreach/Social Media Specialist

Our Deaf Survivors Center Inc. (ODSC) is seeking a qualified Outreach/Social Media Specialist to enhance our public engagement and digital presence. ODSC is a non-profit organization dedicated to supporting deaf survivors of domestic violence, sexual assault, and other forms of abuse. We are committed to providing comprehensive services, advocacy, and empowerment to deaf individuals who have experienced trauma.

Scope of Work:

The selected Outreach/Social Media Specialist will be responsible for the following tasks:

- Developing and executing digital marketing strategies to promote ODSC's programs, services, and events across various platforms.
- Creating, curating, and managing all published content (images, video, written) to engage the community and raise awareness of ODSC's mission.
- Monitoring and analyzing social media metrics to assess campaign effectiveness and make data-driven improvements.
- Managing ODSC's social media accounts including Facebook, Instagram, Twitter, and LinkedIn, ensuring consistent branding and messaging.
- Building and maintaining relationships with community partners, influencers, and the media to expand ODSC's reach and visibility.
- Planning and coordinating outreach events, both virtual and in-person, to engage the community and provide educational resources.
- Providing training and support to grassroots and senior members who are unfamiliar with or have never used social media.
- Developing and distributing newsletters to keep the community informed about ODSC's activities, events, and resources.
- Responding to inquiries and messages received through social media channels in a timely and professional manner.
- Collaborating with the ODSC team to align outreach efforts with organizational goals and priorities.



Qualifications:

The ideal candidate for the Outreach/Social Media Specialist position should possess the following qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field, or equivalent professional experience.
- Proven experience in social media management and digital marketing, preferably in a non-profit or social services setting.
- Strong understanding of social media platforms, trends, and best practices.
- Excellent written and verbal communication skills, with the ability to tailor messages to different audiences.
- Creative and strategic thinking with a passion for storytelling and community engagement.
- Familiarity with graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software is a plus.
- Sensitivity to the needs and experiences of deaf survivors, with the ability to communicate effectively with deaf and hard-of-hearing individuals.
- Commitment to ODSC's mission and values, with a strong interest in advocacy and social justice.

Application Process:

Interested individuals are invited to submit the following materials:

- A cover letter expressing interest in the Outreach/Social Media Specialist position and highlighting relevant experience and qualifications.
- A current resume or curriculum vitae (CV) detailing professional experience, education, and technical skills.
- Optional: Portfolio or samples of previous work related to social media campaigns or digital marketing projects.

Please submit all application materials electronically to board@odscma.org by **October 30, 2024**



Evaluation Criteria:

Applications will be evaluated based on the following criteria:

- Experience and skills in social media management and digital marketing.
- Understanding of ODSC's mission and a demonstrated commitment to serving deaf survivors.
- Communication and interpersonal skills as demonstrated through application materials.
- Creativity and strategic thinking in outreach and engagement efforts.

ODSC reserves the right to request additional information or conduct interviews with applicants as part of the selection process.

For inquiries or further information, please contact at board@odscma.org.

Thank you for your interest in joining the Our Deaf Survivors Center team and helping us empower deaf survivors to thrive.