SOCIAL MEDIA/MARKETING COORDINATOR
PART-TIME REMOTE POSITION BASED IN THE COLORADO FRONT RANGE

DESCRIPTION
Upavim Crafts and its sister website, Alternatives Global Marketplace, are a fair trade organization with their US headquarters in Fort Collins, CO. We retail and wholesale handmade goods. Our mission is to support the women of La Esperanza and artisans from around the world in their fight for better economic, healthcare and educational opportunities for themselves, their families and their community.

We are looking for a highly motivated, creative individual who is interested in gaining experience in marketing, social media, copywriting, and graphic design. The Social Media Coordinator will be responsible for planning, creating, and posting content across multiple social media platforms and electronic newsletters. This position will create content that will engage supporters and share the stories of our products, the artisans and fair trade.

This is a part-time remote position (12-20 hours depending on season and covid) based in the Colorado Front Range with regular visits to Fort Collins headquarters.

RESPONSIBILITIES
• Acts as marketing/social media coordinator for multiple channels, including electronic newsletters, Instagram, Pinterest, and Facebook.
• Works as part of a small team to develop social media strategy and campaigns.
• Creates electronic newsletters
• Creates graphics and captions for social media channels.
• Respond to user inquiries on social media channels.
• Supports creative content for the blog through graphics, copy, and content collaboration.
• Ensures that social media planning is in line with organizational marketing strategy and overall priorities.
• Monitors analytics and performance, and creates reports to communicate trends and make strategy recommendations.
• Assist in monitoring google shopping ads, and creating Facebook ads.
• Keeps current on industry best practices and periodically evaluate methods and make recommendations for new opportunities.
• Creates creative strategies that expand the organization’s reach.
• Supports special events and photo shoots as needed.
• Drives support of organizational campaigns and events through social media strategy.
• Oversees social media collaborations.
• Carrying out other duties as required.
QUALIFICATIONS

- Bachelor’s degree in Marketing, Communications or related field is a plus.
- Exceptional attention to detail.
- Experience with Google Ad campaigns and Facebook ads
- Adobe Creative Suite experience required
- Knowledge of and experience with Microsoft Office including Excel.
- Photography skills a plus.
- Self-starter with a strong work ethic.
- Motivated, professional and flexible with the ability to react quickly when the need arises.
- Strong visual storytelling skills
- Excellent problem solving and time management skills managing multiple deadlines.
- Proficiency to operate independently
- Enthusiasm and passion for fair trade

Please send resume, cover letter, and social media links to alisa@upavim.org. For more information visit www.upavimcrafts.org and www.alternativesglobalmarketplace.com