



## **Social Media, Advocacy and Development Associate**

Job Description: This associate position is responsible for administrative aspects of development, advocacy and communication activities. This employee plays an important role by providing administrative support to the Co-Presidents and participates in all organization activities including donor relations, storytelling, marketing and communications, direct mail appeals and special events. In addition, this employee will plan, create, manage, implement, and evaluate the social media marketing for Gaucher Community Alliance programs and events. The ideal candidate will be ready to be a part of a team passionate about rare diseases and the Gaucher community.

### Responsibilities:

#### Development and Administration

- Process and track donations and prepare and send acknowledgement letters and other correspondence weekly
- Create monthly fundraising reports and dashboards
- Send appropriate documentation to process credits to donors
- Assist in data entry and management of the Neon CRM for donations and events
- Assist in managing relationships in the database and communicate accordingly with various stakeholders (Board of Directors, Co-presidents) for updates
- Maintain foundation, corporation and individual donor files (in the database and on server)
- Conduct preliminary research on prospective corporate, foundation and individual donors
- Reconcile donations monthly
- Coordinate production and mailing of spring and year-end appeal letters
- Attend select meetings, conferences and events with the potential for public speaking and giving presentations at meetings.

#### Social Media, Communications and Marketing

- Oversee all existing social media accounts including Facebook, Instagram, LinkedIn, Twitter/X and YouTube.
- Coordinate SEO for the GCA website
- Apply for and coordinate Google Ads Grants

- Coordinate all promotions and advertisements
- Review analytics to assess success and recommend improvements for future campaigns
- Develop strategies to increase followership and engagement
- Coordinate regular posting schedule of event promotions
- Develop miscellaneous content to increase followership
- Create and manage social media events for each hosted program
- Monitor and respond to comments and direct messages on all social media outlets in a timely manner
- Take photos and videos at events and upload albums to Facebook, Instagram, website and YouTube
- Coordinate photo albums on Dropbox
- Work with the webmaster to keep the website up to date

### Advocacy

- Oversee Teen and Young Adult initiatives and programming
- Work on state and federal advocacy initiatives including newborn screening and Medicare home infusion
- Prepare materials for legislative and agency education

### Requirements:

- Associate's or bachelor's degree in a related field
- A minimum of three years' experience in an administrative position, preferably in a not-for-profit development office
- Proficiency in Google, database management experience, knowledge of WordPress
- Excellent verbal and written communications skills
- Ability to present information concisely and effectively, both verbally and in writing
- Ability to organize and prioritize work
- Ability to work independently with little supervision
- Excellent interpersonal skills
- A self-starter, data and deadline driven, and ability to multi-task with solid organizational and time-management skills
- Interest in and knowledge of Gaucher disease
- A sense of humor and a positive attitude

- Ability to travel occasionally and carry supplies up to 25 lbs.

Other Information:

- This is a 25-hour a week remote, employed position. Hours will be scheduled in advance and tracked and reported by the employee.
- Salary is \$30/hour based on a 25-hour work week.
- All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.
- To apply, please send a resume and cover letter to [info@gauchercommunity.org](mailto:info@gauchercommunity.org).