



Job Title: Content Specialist

Location: Chattanooga, TN

Salary Range: \$44,000-\$48,000

At First Things First, we believe that everyone should have access to the healthy relationship skills they need. Our vision is for healthy relationship skills to be passed down by every family from generation to generation. Our team is passionate about making a positive impact in our community, and we are looking for a creative and motivated Content Specialist to join us in furthering our mission.

The Content Specialist is responsible for creating needed creative elements for marketing, branding and educational purposes.

The main goal of this position:

To create resources that are relatable, clear and in line with FTF's vision and values.

The main focus of this position:

To produce assets needed to engage participants, donors and the community at-large with FTF's mission and vision.

Responsibilities will include:

- Working with the Communications Strategist to develop and implement projects and tasks as needed.
- Creating and managing the FTF social media content calendar.
- Engaging with FTF's audience on social media through responding to comments, messages and initiating conversations as needed in a timely manner. ** Reaching out to key staff for assistance in directing/answering questions as needed.*
- Designing all needed assets for marketing, advertising, fundraising and program resources, as needed.
- Writing/broadcasting press releases.
- Assisting with the creation of multimedia resources and educational content.

- Making website updates and posting content to the site as needed.
- Assist with sending out regularly scheduled donor communications.

Qualifications:

- Bachelor's Degree in Communications, Visual Design, or a related field preferred but not required with relevant experience.
- Proficient in graphic design with experience utilizing Adobe Creative Suite specifically Illustrator, In-design, and Photoshop.
- Copywriting experience such as press releases, social media copy, emails, etc.
- Excellent writing, grammar, and proofreading skills.
- Strong understanding of social media
- Comfortable behind a camera lens.
- Ability to work independently and collaboratively with a cross-section of staff members.
- Passionate about families and have a strong desire to see families grow and strengthen their relationships.
- Some evening and weekend events will be required throughout the year.

Measurables/Goals:

- Implement graphic design for organizational and programmatic projects, including participant workbooks/journals, keynote presentations, donor communications, etc.
- Maintaining social media presence and engagement.
- Write press releases for each FTF event and broadcast the releases to appropriate media outlets.
- Book FTF for free interviews on multiple media platforms in Hamilton County.
- Organize/schedule/assist with the production of content for educational outreach, such as: Dads Making a Difference podcast, Preparing for Marriage Online Course, and other endeavors as they arise.

How to Apply:

Interested candidates should submit their resume, a cover letter detailing their qualifications and passion for our mission, and a portfolio of relevant work samples to careers@firstthings.org.

Equal Opportunity Employer:

First Things First is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Join us in making a difference! Apply today and help us share our story with the world.