



## **LIVING WAGE FOR US, Inc.**

---

### **Communications and Fundraising Program Associate**

#### **Scope of work**

<b>Location:</b>	Remote
<b>Employment Type:</b>	Consultant, part-time (potential for moving to full-time employee)
<b>Reports to:</b>	Chief Executive Officer

Living Wage For US envisions a world where every working family can afford a decent standard of living and every worker is fairly compensated without prejudice. We work to overcome the barriers and create the incentives to enable employers to pay living wages, affording a minimum decent quality of life for working families to the benefit of workers, employers, and communities.

Living Wage For US is seeking a consultant to support the program's partner marketing and fundraising initiatives as well as online communications and social media. The consultant can be available on retainer 32 hours per month with responsibilities assigned as needs arise to include (but not limited to):

- Design effective outreach, sales and marketing tools and collateral (print, electronic and social media) to increase uptake and market acceptance of the certification program.
- Develop, maintain and manage an online communications and social media strategy, plan and timeline.
- Design, plan and implement online direct giving campaigns.
- Track individual donors and provide follow-up plans of action.
- Create content, blog posts, fact sheets, infographics, videos, and other collateral as needed, to increase online presence and awareness.
- Manage and roll out website updates, newsletters and posts to social media accounts.
- Conduct online donor research and tracking for potential grant applications.
- Plan and arrange events and outreach for attendance in partnership with the entire Living Wage For US team.
- Assist the CEO in planning board and advisory council meetings and creating content to communicate progress and strategies to the Board of Directors.

#### **Qualifications:**

- Extensive proven expertise in online communications, marketing, and public relations, and ability to tell compelling stories and leverage social media.
- Experience in designing online giving campaigns.
- Excellent graphic design skills and video editing.
- Experience with Wordpress or similar website content management systems.
- Excellent project management skills.
- Familiarity with socially responsible business and/or ethical consumption a plus.
- Entrepreneurial spirit and self-starter who has the energy, influence, and people skills to build and service partnerships. Excellent at following up on leads.
- Bachelor's or Master's Degree in a related discipline may be an advantage, but we also invite applications from candidates with other educational backgrounds.

**To Apply:** Please email a resume and cover letter explaining your interest in the consultant position, how your skills and experience are suitable as well as your availability and consultant day rate to:

[michelle@livingwageforus.org](mailto:michelle@livingwageforus.org)