

Data and Communications Coordinator (Part-Time)

Position Overview:

The Data and Communications Coordinator at the Community Peer Recovery Center (CPRC) will play a crucial role in managing and executing our social media strategy to engage targeted audiences, promote harm reduction, and reduce the stigma surrounding Substance Use Disorder (SUD). This position requires a dynamic individual with strong skills in content creation, social media management, data analysis, and community engagement. The Coordinator will be instrumental in driving CPRC's mission by developing data-driven communication strategies and managing key initiatives such as community asset mapping and resource sharing.

Key Responsibilities:

1. Social Media Strategy and Content Creation:

- Develop and execute a comprehensive social media strategy to engage targeted audiences and promote harm reduction.
- Create, curate, and schedule content that aligns with CPRC's mission, including graphics, videos, articles, and other multimedia.
- Monitor and manage social media channels, respond to community inquiries and foster an online environment that reduces stigma around SUD.

2. Performance Monitoring and Analysis:

- Track and analyze social media metrics to assess the effectiveness of content and campaigns.
- Adjust strategies based on performance data to optimize engagement and achieve a 25% increase in community interaction across platforms within the first year.
- Prepare monthly reports on social media performance and community engagement metrics.

3. Community Asset Mapping:

- Lead the development of a comprehensive community asset map, identifying at least 25 key resources within the first six months to support recovery efforts.
- Collaborate with community partners, stakeholders, and team members to gather and validate information on community assets.

4. Resource Sharing and Reporting:

- Develop and maintain a resource-sharing database, ensuring it is updated quarterly and accurately reflects available resources.
- Manage data entry and reporting in the Recovery Data Platform (RDP), ensuring monthly tracking and sharing of data with relevant stakeholders.

5. Media Engagement:

- Increase CPRC's social and other media utilization by posting content at least three times per week.
- Utilize various platforms to promote CPRC's initiatives, events, and success stories.

- Engage with media outlets and other platforms to expand CPRC's reach and impact, aiming to increase overall community engagement by 25% within the first year.

Qualifications:

- Proven experience in social media management, content creation, and digital marketing.
- Strong analytical skills with the ability to interpret data and adjust strategies accordingly.
- Experience with community asset mapping, database management, and data reporting.
- Lived experience and familiarity with harm reduction principles is preferred.
- Bilingual skills preferred.
- Excellent communication and writing skills, with the ability to convey CPRC's mission and values effectively.
- Ability to work independently and as part of a team, with strong organizational skills.

Compensation:

Competitive hourly pay commensurate with experience.

Application Process:

Interested candidates should submit a resume, cover letter, and examples of previous social media work to Ken Musgrove, kmusgrove@communityincrisis.org

Community in Crisis (CiC) is an equal opportunity employer and encourages applications from individuals with lived experience or a strong connection to the recovery community. At Community in Crisis, we cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences enable us to be a better team - one that makes better decisions, drives innovation, and delivers better business results.