**PR Marketing Team Job Description**

Communication Strategy Assistant

## **Reports To**

The Communication Strategy Assistant will report to the Social Media Coordinator and Deputy of Marketing

## **Job Overview**

The Communications Strategy Assistant supports the Social Media Coordinator in developing and executing social media initiatives that align with the mission and vision of Planting Roots. This role includes strategic input on content planning, caption writing, strategic communications, and podcast support. The Assistant helps maintain team-wide alignment and ensures our content reflects our Statement of Faith and resonates with our audience. She works cooperatively with members of the Marketing Team.

## **Responsibilities and Duties**

## **General Responsibilities**

## Attend monthly Marketing Team meetings, reporting hours logged, content contributions, and collaboration updates.

## Support the mission and vision of Planting Roots.

## As directed by the Social Media Coordinator or Marketing Director, provide communication and strategic support for cross-team collaboration and promotions.

## **Job-Specific Responsibilities**

## Develop social media content and strategy for promoting community and sharing resources.

## Collaborate with the Social Media Coordinator to clarify objectives for weekly and monthly social media efforts.

## Sort, organize, and help prioritize content ideas submitted by Directors monthly.

## Contribute to the planning and scheduling of content on platforms like Instagram, Facebook, and LinkedIn

## Generate engaging, mission-aligned captions and copy for social media posts.

## Help monitor platform engagement and identify opportunities for increased interaction and growth.

1. **Podcast Support**
   1. Assist with idea generation, planning, and topic development for the Planting Roots Podcast.
   2. Collaborate with the Podcast team to ensure episode themes align with our Statement of Faith and are relevant to our audience of military women and wives.
   3. Help identify opportunities for social media tie-ins and promotional content for podcast episodes.

## **Qualifications**

* Time Commitment: 8-30 hours per month, averaging approximately twenty hours monthly, minimum three-year commitment preferred.
* Financial Commitment: Attend conferences and biennial Staff Retreats as able.
* Faith: Must be a Christian military woman with a growing walk with the Lord.
* Experience: Planning, organizing, and executing large projects; experience working with teams of three or more individuals including organizing and planning timelines, task lists, and resources in support of marketing events. Ideal candidate is a strong verbal and written communicator with proven teaming skills as well as some technical skills, including but not limited to graphics design, social media management, video creation and editing. Familiarity with Canva and Google Suite products preferred.