



Position Available: Marketing Consultant Emerge Solutions

The Organization

Emerge Solutions is an independent, nonprofit, member-driven organization that promotes cross-sector collaboration and knowledge exchange to close the poverty gap and build sustainability across communities, states and nations. While the majority of our members and prospective members are connected in some way with [aha! Process's](#) Bridges Out of Poverty or College Achievement Alliance, we seek out and promote proven solutions to transform communities from a broad range of sources. You can read more about us at <https://www.emergesolutions.org>.

The Position

The opportunity is a part-time, independent consultant position to assist the Emerge Solutions Board of Directors with membership retention and development, marketing planning and other marketing activities, as well as respond to member and nonmember queries. Duties can be performed remotely and, for the most part, on a flexible schedule. Estimated time commitment is 180 hours/year, or an average of 15 hours/month, with some months requiring more time commitment than others. If additional hours are needed, these can be negotiated with the Board of Directors. Compensation is on an hourly basis and payable monthly.

Reports To

Chair of the Marketing and Membership Committee

Activities to be performed

Attend meetings as required

- Marketing and Membership Committee: Meets approximately bimonthly for 1-1.5 hours
- Board of Directors: Meets approximately quarterly for 1-1.5 hours

Continue Emerging News newsletter:

- Prepare and send out on a quarterly basis to 2,000-plus recipients; includes:
 - Gathering information for articles through research and interviewing
 - Soliciting articles from others
 - Writing original articles and editing submitted articles
 - Laying out the newsletter electronically (ConstantContact)
 - Updating mail list, including working with Lynn Jackson of aha! Process to secure email addresses of new trainers
 - Scheduling newsletter and monitoring results

Other; includes but is not limited to:

- Post and update content on Emerge Solutions and [Community of Practice](#) websites. This includes Resources, Newsletter Archive and How to Participate on COP website, and News and Board of Directors on Emerge Solutions website.
- Post to Emerge Solutions [Facebook](#) page and encourage others to post
- With the board and the committee, generate ideas for building more value and increasing membership, and take leadership role in implementing those ideas
- Solicit blogs and forum entries for Community of Practice
- Provide other messaging in addition to newsletter, such as the occasional Member Update newsletter and messages to donors. This also includes formatting the messages, developing targeted email lists for each, scheduling and monitoring them
- Draft and schedule surveys using SurveyMonkey
- Explore partnerships with other organizations for the benefit of Emerge Solutions and implement partnerships as appropriate and according to guidelines established by board
- Serve as point of contact and internal resource for marketing vendors such as ConstantContact, [GoDaddy](#) and SurveyMonkey
- Interact with Emerge Solutions webmaster consultant to keep Emerge Solutions and Community of Practice websites updated and running smoothly
- Draft information, publicize and coordinate nominations and selection process for annual Emerge Solutions Learning and Commitment Scholarship to aha! Process annual conference

Minimum Qualifications

- Knowledge of and strong interest in helping communities address poverty issues
- Ability to work independently and as part of a team
- Strong writing, research and project organization skills demonstrated through previous positions
- Marketing experience, esp. marketing intangibles
- Familiarity with, or ability to learn quickly and at own expense:
 - [ConstantContact](#)
 - [SurveyMonkey](#)
 - [Wordpress](#) (for posting and updating content on Emerge Solutions and COP websites)
 - [Stripe](#) online payment system
 - Other technologies as necessary

Preferred Qualifications

- Familiarity with Bridges Out of Poverty and/or College Achievement Alliance (aha! Process); completion of Bridges or CAA trainer certification and Getting Ahead facilitator training preferred
- Some graphic arts flair and facility with graphic arts programs a plus

To obtain newsletter samples or for other questions about activities and qualifications

Contact Barbara Duncanson, closethegap@emergesolutions.org

To Apply

Email to chair of Marketing & Membership Committee, Treasure McKenzie,
treasure@muskogeebridges.org:

- Short cover letter
- Resume
- Desired hourly compensation

Application Deadline
January 31, 2020, or until position is filled