



## PRODUCTION ARTISTE

Think about the first time someone recognized in you a spark, a talent you hadn't yet seen in yourself. Remember the way your heart soared when you felt the power of what you could do and be. At BeadforLife and Street Business School, we help women living in poverty experience that feeling by turning their spark into a fire of purpose. We provide entrepreneurial training programs for women living in extreme poverty through our Street Business School, with a goal of reaching 1 million women by 2027.

**BeadforLife/Street Business School** is looking for a savvy, energetic, roll up your sleeves type of production design warrior to join our team. \*\*Freelancers are also invited to apply!!!! In this role, you will act as the primary "do all things creative production" person to take two brilliant brands to the next level. Your job will be to support all of the organization's communications initiatives including and not limited to: collateral production, social media, digital design, e-commerce and website management/design, email design and marketing, digital advertising, partnerships and more. The ideal candidate has crazy excellent planning, design and writing skills with experience creating content in a variety of formats for multiple audiences.

### What we'll do for you:

- You'll be challenged, you'll be inspired, and you'll be proud to see your spark igniting the world
- You'll have meaningful work that will advance your skills
- You'll report to the Outreach Director and work with many other teams
- By supporting the global expansion of our Street Business School, your work will directly empower 1 million women to lift their families out of poverty
- You'll have great time-off benefits, including a paid, organization-wide closure over the holidays (*freelancers ineligible for these benefits*)

### Responsibilities:

- Serve as a graphic design go-to for organization's communications initiatives
- Collaborate closely with Outreach Director to conceptualize and execute two websites and optimize the online presence for **BeadforLife.org** and **StreetBusinessSchool.org**
- Develop and implement overall social media initiatives and engagement on Facebook, Twitter, Instagram, Pinterest and potentially more channels
- Manage campaign development with various teams and overall execution of those campaigns
- Maintain online retail presence with partners like AMAZON and potential new partners
- Transition swiftly between channel marketing, storytelling and thought leadership initiatives
- Forecast and identify new trends in all media forms and and make new recommendations
- Manage and oversee website, including content updates and monitoring/optimization
- Set budgeting and traffic goals together with channel leadership for website sales and track progress regularly
- Create and deploy email blasts, social media posts and digital ads to promote two growing brands and build e-commerce
- Create and interpret regular reports/reporting on KPIs weekly, monthly, quarterly and annually
- Create and manage varying content development, which may include: photography, written content, campaign messaging, visuals and graphics, printed collateral pieces and more
- Develop the digital marketing calendar (together with channel leaders) and implement campaigns to drive the organization's revenue and expand our visibility
  - Optimize online user experience and implement strategies to improve visual presence for [BeadforLife.org](http://BeadforLife.org) and [StreetBusinessSchool.org](http://StreetBusinessSchool.org)
- Manage and maintain SEO implementation, Google AdWords and any affiliate or CPC programs

**Qualities we are seeking:**

- Proven ability to collaborate well with a larger team, and to work toward both individual and organizational goals
- Strong visual design acumen – working knowledge of Adobe Creative Suite
- Working knowledge of website editing and design, including Drupal and Magento
- Strong understanding of sales promotion, and sales-improvement analysis
- Ability to design/distribute email blasts in a Mailchimp newsletter format, and build clean and organized templates
- Experience prioritizing a multitude of projects and ability to support various channels and departments within the organization
- Excellent written communication skills with an innate ability to craft messages for a variety of audiences and channels
- Strong organizational, analytical, problem solving and decision-making skills
- Ability to multi-task and work within tight deadlines
- Experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid knowledge of website analytics tools and ad serving tools
- Experience in creating and optimizing Google Adwords campaigns
- An innate desire to make a difference in the world

**Compensation:**

This is a part-time position, initially projected at 15-20 hours per week. There will be some flexibility in work schedule. Salary is set at \$20 per hour. While part-time, this position will receive paid vacation time, holiday time and sick time, all prorated based on work hours. *\*Freelancers are ineligible for company benefits.*

**Please apply:** Please shoot us an email letting us know how working for BeadforLife would be a dream come true for you. Also, we'd love to see some examples of your work! Please send your resume (to show us how we'd be crazy not to talk to you) to [Jobs@BeadforLife.org](mailto:Jobs@BeadforLife.org) with "Production Artiste" in the subject line.