



Messaging Strategist

Reports to: Community Engagement Coordinator

Department: Community Engagement

Group: Communications Team

Description of role: Messaging Strategists provide support to Safe Passage primarily through the creation and implementation of marketing and communications strategies. Volunteers in this role assist the organization in highlighting impacts of services, promoting the agency in alignment with our strategic goals, and researching effective forms of communication and engagement.

Primary Responsibilities:

- Research and contribute to marketing and messaging efforts and collaborate on communications strategies related to the Safe Passage website and social media channels.
- Assist in the analysis of data and generation of impact statements for the organization.
- Provide copyediting and content editing support.
- Serve as a community ambassador to promote and uplift Safe Passage programs and services; increase brand reputation; and help to facilitate community connections.
- Support other Engagement Team members in communications and outreach as needed.

Secondary Responsibilities:

- Complete initial and ongoing training for the role.
- Attend ongoing supervisions with the Community Engagement Coordinator.
- Log training and/or volunteer hours weekly in the volunteer database.
- Attend regular Communications Team meetings.

Skills/qualifications Needed:

- Excellent written communication skills
- Experience with copyediting and/or strong grammar skills
- Familiarity with common social media platforms
- Ability to work collaboratively with others and independently
- Experience with Zoom and Google Suite

Beneficial skills:

- Some familiarity with domestic violence and/or violence prevention
- Experience with Hootsuite

Training:

- Safe Passage Ambassador Volunteer training (8-15 hrs)

Time commitment

Messaging Strategists contribute time on a task/project-based schedule, dedicating as much or as little time as they are able to. Deadlines are set per the mutual agreement of the volunteer and the Director of Community Engagement and may be subject to change. This role can be completed remotely.

About Safe Passage

Safe Passage is a nonprofit organization dedicated to addressing the aftermath and prevention of intimate partner violence. Safe Passage provides services to address survivors' holistic needs for recovery and physical safety. Services include emergency shelter, trauma-informed counseling and support groups for survivors, families and children, community education, and individual and policy advocacy.

Our Mission: Safe Passage is dedicated to creating a world free of domestic violence and relationship abuse. We support survivors and their families. We engage our community. We advocate for systemic change.

Learn more at www.safepass.org.