



October 2020

Position Description

JOB TITLE: *GOEX Market Advocate*

REPORTS TO: Executive Director

SUMMARY: This person is GOEX's biggest advocate online, locally in KC, and nationally with a circle of influencers / key growth partners that this person helps develop. The position leads or leans into all aspects of GOEX marketing, primarily social & digital medias. This includes proactive engagement & networking, content creation & program coordination. The ideal candidate is outgoing, creative, organized and passionate about our mission!

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- **Be Strategic!** Work with the Executive Director and other key leaders to develop a strategic plan to significantly grow the community of people and partners who are passionate about GOEX and our Why, with the goal of increasing engagement through email, social media, and ultimately, sales.
- **Be Creative!** Bring ideas to the group as we plan marketing and communications for each season. Help us think creatively and strategically in order to amplify our message and grow our client base both B2B and B2C.
- **Responsible for all aspects of GOEX Social Media** – create & schedule posts, interact proactively with followers, potential clients, influencers and fans, look for, join, and actively participate in groups focused on ethical shopping, fair trade, eco-fashion and post & interact in them.
- **Influencers/Ambassadors** – put together and implement a plan to recruit volunteer ambassadors and paid influencers.
- **Online Promos and Collaborations** – coordinate any giveaways, promo codes or other promotional opportunities.
- **Blog & Podcast Sponsorships** – find opportunities to sponsor blogs or podcasts related to our mission and coordinate sponsorships.
- **Negotiate & coordinate Affiliate Marketing programs**
- **Assist with GOEX Photography** – Take photos of work in progress for social media. Coordinate with Product Development Manager to maintain an up to date & on brand photo library for use in digital and print mediums. This includes scheduling shoots, recruiting models, selecting products, scouting locations, recruiting photographers as needed & ensuring timely delivery of photos.
- **Develop relationships in KC Specifically for promotional opportunities** – look for opportunities in KC for pop ups, sponsorships or any in person events we could participate in.
- **Coordinate with Digital Advertising** – work with marketing technology management to maximize effectiveness of digital ad campaigns tweaking based on seasons or target markets.
- **Manage Email Content** – work with the team each season to develop an email campaign calendar and then implement coordinating with whomever is responsible for different content buckets.
- Assist with creative for any print advertising campaigns as needed.
- Continually learning to stay on top of ever-evolving marketing and advertising technologies
- Function as the GOEX liaison to the GO Project MarCom department reporting on results, working on collaborations, and requesting additional resources as needed.

KEY SUCCESS INDICATORS/ATTRIBUTES:

- Creative and energetic – excited about the key role this position plays in growing our business.
- Flexible – This is not a 9-5 job. Hours have to be flexible to attend events, engage in a timely fashion and stay proactive.
- Working knowledge of photography, Adobe Illustrator and Photoshop preferred.
- Maintains courteous, professional and effective relationships with associates at all levels of the organization.
- Acts in the best interest of the team, organization and vision versus self.
- Possess strong time management and organizational skills.
- Accepts responsibility for actions, projects, and results.
- Asks questions when doesn't know and can't find the right answer.

The above description is not intended to be comprehensive, but rather a focused list of priorities. This role, like the non-profit ministry, is relentless. Success provides the opportunity to not only build a career, but also bring much-needed support and care to local children and families in crisis in Kansas City and around the world. Successful candidates, like all GOEX team members, are expected to live and work consistent with GOEX & Global Orphan Project's vision, mission, and values.

The GO Exchange LLC is a wholly owned subsidiary of The Global Orphan Project is a 501c3 non-profit located at 3161 Wyandotte, Kansas City, MO 64111. GO Project associates are at-will employees.

For consideration, email your resume, references, and cover letter to: resume@goex.org