

Community Liaison

Hours/Week:	10-20 Hours/Week
Employment Status:	Part-Time
Wage:	\$21.00 - \$27.00
Pay Basis:	Bi-Weekly
Work Location:	Hybrid; Los Angeles, CA

About Black Men Hike

Black Men Hike is a non-profit organization dedicated to promoting mental and physical health amongst Black Men by enjoying the serenity of nature and the physical benefits of hiking. Black Men Hike started in 2019 as a small group of friends enjoying the benefits of nature. This small group quickly grew into a monthly event enjoyed by many Black Men across Los Angeles County, California. In early 2022, Black Men Hike officially became a 501(c)(3) tax exempt nonprofit organization in efforts to obtain the resources necessary to expand its reach and impact within its community.

Position Summary

As Black Men Hike's (BMH) first Community Liaison you will grow and manage the BMH community through digital and physical engagement. In addition, you will assist with marketing and outreach to the community while also engaging and keeping track of potential donors and advocates.

Duties and Responsibilities

- Create and manage social media posts
- Grow social media presence via strategy and engagement
- Monitor inquiries via Black Men Hike website and social media platforms and draft timely responses
- Create marketing campaigns to community members

- Create email marketing campaigns to groom and solicit potential donors
- Create, maintain, and update donor list using CRM tool
- Engage community members via email marketing and group messaging
- Create and manage events using event management software
- Meet community members and donors during in-person events
- Screen potential partnership opportunities
- Coordinate Initial collaboration meetings with appropriate parties
- Cold call potential community partners to pitch potential collaboration and set initial meeting with appropriate committee head
- Responsible for conducting follow up communication after collaboration events to get feedback
- Manage periodic feedback survey sent to membership and summarize collected data
- Occasionally attend in person community engagement events on behalf of Black Men Hike
- Working with Grant Writer to ensure program deliverables (i.e. surveys, post event questions) align with grant priorities

Requirements

- High School Diploma or Associate Degree in Marketing or related field with at least one year of Community Liaison or related experience; or Bachelor's Degree in Marketing or related field with at least one year of non-profit experience
- Valid California Driver License, dependable vehicle, and a driving record acceptable to the agency's insurance carrier
- Hiking and outdoor experience or the openness to try is a plus

Knowledge and Skills

- Excellent written and verbal communication skills
- Ability to meet new people and pitch the mission and vision as well as collect verbal feedback on Black Men Hike
- Ability to work independently and autonomously
- Ability to effectively use CRM software such as HubSpot or related tools
- Ability to effectively use email marketing tools to communicate to large and small audience cohorts
- Ability to follow and implement new processes
- Ability to collaborate with team members
- Proficiency with Canva or related graphic design tool
- Proficiency with Instagram
- Familiarity with event management software

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