



Mind Elevation. (ME.) Project Coordinator

Background

Teen Health Mississippi is committed to ensuring that all youth in Mississippi have access to accurate and complete information about their sexual and reproductive health. The Mind Elevation. (ME.) Project serves as a connector for rural youth to sexual, reproductive, and mental health resources through various social media platforms. The ME. Project uses the lives of six social media personas using colorful illustrations, storytelling, and illustrations to link rural black youth to sexual, reproductive, and mental health resources and information in ways that resonate with this demographic. The ME. Project Coordinator will work closely with various partners to develop, grow, and evaluate the ME. Project.

Position

Reporting to the Executive Director of Teen Health Mississippi, the ME. Project Coordinator will support work to connect black rural Mississippi youth to vetted sexual, reproductive, and mental health resources and services designed to increase youth skills, knowledge, and awareness of support services. The ME. Project Coordinator will work closely with the Executive Director, around 10 youth ambassadors statewide, and an artist (to design illustrations to support the overall goal/mission of the project) to:

- Oversee the project and all deliverables
- Establish and maintain youth-drive social media and on-the-ground campaign across the state;
- Use human centered design-thinking methodologies to develop content that is informed by youth in Mississippi for three social media platforms;
- Establish a social media following of at least 5% of the overall population of black teens ages 15-19 in the state of Mississippi (roughly 5,000 teens); and
- Test, monitor, and evaluate all aspects of the ME. Project and determine replicability in other states in the southeast US.

The ME. Project Coordinator will work to evaluate progress towards meeting program goals and objectives. The ME. Project Coordinator will also work with the THMS Communications Director and Youth Engagement Coordinator to identify key constituents, youth-serving organizations, and key youth ambassadors to support the overall campaign. Finally, the ME. Project Coordinator will work closely with youth ambassadors from across the state to ensure that 1) this project is youth-directed and 2) the project and promotional materials (e.g. stickers, t-shirts, billboards, social media postings, etc.) are created and distributed in accordance with project goals.

Responsibilities

Coordinate Youth Driven Social Media Campaign

- Serve as Teen Health Mississippi's content expert in areas related to social media, marketing, and working with youth in primarily African-American communities. Maintain working knowledge of the latest research, developments, trends, and national experts
- Recruit and select youth ambassadors to support both online and in-person campaigns
- Co-create, establish, and test social media content with youth from across the state
- Co-create, establish, and test social media content with youth in at least one partnering state in the southeast US

Establish Key Partnerships Statewide

- Develop key partnerships with organizations and community stakeholders that can be leverage for the ME. Project
- Plan and facilitate regular meetings between ME. Project partners

Maintain Fiscal Budget and General Reporting

- Manage budget and ensure costs associated with project does not exceed budgetary allotment
- Maintain all fiscal reporting and report information to the Executive Director
- Ensure all grant requirements are fulfilled

Establish Marketing Plan for ME. Project

- Work with ME. Project partners and youth ambassadors to develop statewide marketing and promotional materials to support the social media campaign
- Officially launch two-three new social media platforms
- Provide support and direction for the guerilla campaign (i.e., on the ground marketing strategy for youth in schools, and youth serving organizations statewide)
- Promote paid posts and marketing plan

Evaluation of ME. Project

- Manage data collection and reporting for performance management and continuous quality improvement activities
- Develop continuous quality improvement criteria to support overall project
- Examine analytics of ME. social media campaign through social media interface

Other Duties as Assigned

- Selected individual will perform other duties as assigned by the Executive Director

Qualifications

- Bachelor's degree in public health, social work, marketing, or related field.
- Strong knowledge and demonstrated experience in the field(s) of health promotion, adolescent development, education, or a related field.
- Demonstrated experience in working with diverse communities and building and coordinating successful community-wide initiatives.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Extensive knowledge of various social media platforms, marketing, and the concept of youth centered/human centered design.
- Excellent judgment and creative problem-solving skills.

- Demonstrated cultural competence, with a strong ability to communicate to diverse groups in a highly politicized environment.
- Ability to work autonomously and value accountability for results.
- Ability to make wise decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator.
- Energetic, flexible, collaborative, and proactive.
- Exceptional written, oral, interpersonal, and presentation skills.
- Ability to operate as an effective tactical as well as strategic thinker.
- High degree of professionalism in all interactions
- Passion for Teen Health Mississippi's mission and shared core values
 - Specifically, a candidate must support Teen Health Mississippi's commitment to improving teen sexual and reproductive health by providing access to high-quality sex education and access to youth friendly health services

Other Details

- Teen Health Mississippi is based in Jackson, MS, and has a second office in Clarksdale, MS. The individual selected for this position will be able to choose which location will be their home office.
- Must be able to travel in-state a minimum of 1-2 days per week, and nationally 2-4 times per year, depending on community needs
- Office hours are Monday-Friday, 9-5. However, this position may require occasional weekend responsibilities.

Compensation

- \$45,000-\$50,000 annual salary; commensurate with education and experience.
- Benefits include health and retirement as well as paid time off as described in the Teen Health Employee Handbook.

Application Requirements and Process

Requirements

- A cover letter,
- Recent resume,
- Employment Application Form,
- Contact information for three professional references who can speak to the candidate's work ethic and character. (NOTE: At least one reference must have directly supervised the candidate's work.)

Process

- Applicants should email all of their application materials to contact@teenhealthms.org.
- We will have a rolling application process, but applications received before June 1, 2019, will have priority. The position may be filled prior to that date.
- Once we have received all materials from a candidate, we will notify the candidate that we have a complete application.
- After a review of applications received, we will schedule brief phone interviews with candidates meeting required qualifications. Candidates advancing to later stages of the process will be asked to respond to essay questions, a job-related task, and a final interview. Candidates may be rejected at any point in the process.
- The interview process will include a thorough social media background check as well as civil and criminal background checks.

Tips for Applicants

- Only applicants meeting the minimum required qualifications will be considered.
- Research Teen Health Mississippi beforehand and understand our mission and shared core values, specifically with our work surrounding adolescent health and sexuality education in Mississippi. Candidates should also view www.teenhealthms.org for more about Teen Health Mississippi's sex education work.
- If you are invited to a finalist interview, we WILL call all of your references. Please make sure to provide contact information for three professional references who can speak knowledgeably about your work ethic and character. At least one reference must have directly supervised you.
- Over the course of the selection process, we will thoroughly check your public online presence, which includes a social media audit (Facebook, LinkedIn, Twitter, Pinterest, etc.) as well as a search of your online posts and references. We advise applicants to closely monitor their privacy settings on their social media accounts.
- Before you submit your application, please PROOFREAD all materials you are submitting (cover letter, resume, Employment Application Form, 500-word writing sample, and contact information for three professional references). The application is a candidate's opportunity to put her best foot forward; do not let our first impression of you be one of carelessness.

