

Social Media Contractor – Remote  
Mental Health Colorado

Mental Health Colorado is the state's leading advocate for promoting mental well-being, ending discrimination, and ensuring equitable access to mental health and substance use care. We are a nonprofit, nonpartisan organization and affiliate of Mental Health America. The Equitas Project is Mental Health Colorado's national initiative to disentangle mental health and criminal justice.

JOB DESCRIPTION:

Mental Health Colorado is looking for a Social Media Contractor to enhance our brand and build strong online communities through various social media platforms. This person will be supervised by the Communications Manager to execute the organization's social media strategy by developing content that is designed to grow engagement and following. The successful candidate will also be required to collect, review, analyze, and report on social media data to develop more effective campaigns.

**This position is part-time (20 hours/week), remote, with occasional optional in-person meetings in Colorado. The initial term of the contract will be 6 months, with potential for a longer-term agreement following the initial term.**

RESPONSIBILITIES:

- Create measurably engaging and professional social media graphics and captions for Mental Health Colorado's and The Equitas Project's Facebook, LinkedIn, Twitter, and Instagram, tailoring the content to the different audiences and strategies for each unique platform
- Post/scheduled approved content on social media platforms
- Work with the Communications Manager to develop weekly content that is unique to each platform
- Attend weekly social media strategy check-ins
- Assist the Communications Manager in updating and managing the website
- Collect, review, analyze, and report on social media data to develop more effective campaigns
- Develop a quarterly report on emerging social media trends that will be submitted to supervisors

REQUIREMENTS:

- Bachelor's Degree, with preference given to Graduate-level students in Marketing, Communications, or a related field
- Experience with Canva and designing graphics
- Strong knowledge of social media platforms is required
- Self-starter, desire to expand digital media knowledge
- Experience with editing videos and creating reels for Instagram
- WordPress and Adobe Suite experience is a plus
- Knowledge of the legislative process and/or experience in healthcare or nonprofits is a plus

To apply, please send your resume and 3 related work samples, such as social media graphics with captions or social media campaigns, to [outreach@mentalhealthcolorado.org](mailto:outreach@mentalhealthcolorado.org).