



LUCY'S LOVE BUS
Comfort... Until a Cure

Social Media & Digital Content Specialist
(part-time, 15-25 hours/week)

About Lucy's Love Bus

Lucy's Love Bus is a 501c3 nonprofit organization based in Amesbury, MA. Our mission is to deliver joy, comfort, and quality of life to New England children with cancer and their families through free integrative therapies and holistic support. Lucy's Love Bus is the only nonprofit in the country that provides free integrative therapies to the entire family of a child with cancer, regardless of the child's phase of treatment. Integrative therapies such as massage, yoga, meditation, acupuncture, music therapy, and therapeutic horseback riding ease children's pain and anxiety during and after traditional medical treatments, and provides siblings and caregivers with coping tools. We support over 750 individuals each year through our programs, and with continued growth, we are seeking to add to our powerhouse team!

Job purpose

The **Social Media & Digital Content Specialist** creates and amplifies the mission and voice of Lucy's Love Bus across our digital landscape. This role is a key part of our small team, critical in collaborating on digital marketing strategies, with a heavy focus on social media. This position reports directly to the Director of Development and collaborates closely with all team members.

The ideal candidate is someone who has demonstrated success in the field of marketing, and is interested in applying their skills and passion to improve the lives of children with cancer and their families by elevating the reach and impact of Lucy's Love Bus.

Job location: Hybrid (85% remote, 15% in Amesbury, MA)

This position offers flexible hours and can be hybrid (mostly remote with occasional in-office hours). In-person meetings will be required periodically. We require some night and weekend availability (with advanced notice) to assist with fundraising events.

Duties and responsibilities

Social Media Management

- Develop and execute social media strategies across Instagram, LinkedIn, Facebook, and YouTube.
- Create and curate engaging content including copy, photos, images, and videos for all social media platforms.
- Manage social media editorial calendar.
- Monitor social media channels for industry trends, audience engagement, and competitor activities.
- Respond to comments, messages, and interactions on social media in a timely and professional manner.
- Track and analyze social media performance metrics to optimize content and strategy.

Content Creation

- Generate creative and compelling content ideas for social media, blog posts, and digital marketing campaigns.
- Design and create visually appealing graphics, images, and videos using tools like Canva.
- Write and edit blog posts that align with the organization's voice and goals.

Email Marketing

- Assist in writing and designing monthly newsletters and email marketing campaigns.
- Develop and implement strategic email marketing campaigns to engage and grow the subscriber base.
- Segment email lists based on user behavior and demographics to improve targeting and personalization.
- Monitor and analyze email campaign performance, adjusting strategies as needed.

Event Promotion & Support

- Develop digital content and promotional materials for upcoming events, inclusive of videos, flyers, banners, and other visual content.
- Collaborate with the Director of Development to ensure all promotional materials are aligned with event goals.
- Monitor registrations and assist with the creation of digital event assets as needed.

Website Management

- Keep the website content up to date, including updating the events calendar, blog posts, and other relevant information.
- Work with the Director of Development to implement updates and improvements to the website as needed.
- Ensure all website content is SEO-friendly to improve organic search visibility.

SEO and Analytics

- Implement SEO best practices in all digital content to increase visibility and traffic.
- Use analytics tools to track the performance of digital content and campaigns.

- Generate regular reports on the effectiveness of digital marketing efforts and provide recommendations for improvement.

Creative Strategy

- Brainstorm and develop innovative digital content ideas that resonate with the target audience.
- Stay up to date with digital marketing trends and incorporate new ideas and technologies into the strategy.
- Collaborate with the team to align digital content with overall marketing goals and campaigns.
- Participate in team meetings and contribute ideas for improving marketing efforts.

Qualifications

Required

- Bachelor's degree in marketing, communications or similar and/or one to five years of experience in communications and marketing
- In-depth knowledge of major social media platforms (Instagram, LinkedIn, Facebook, YouTube) and their best practices
- Experience in developing and executing social media strategies
- Experience with email marketing platforms (e.g., EMA, Mailchimp, Constant Contact) and campaign management
- Familiarity with analytics tools for tracking performance (e.g., Google Analytics, social media insights)
- Understanding of SEO best practices or willingness to learn
- Strong knowledge of MS Office and Google; primarily Word, Excel, Sheets and Docs
- Meticulous in content creation, ensuring accuracy and consistency
- Advanced writing and editing skills
- Strong organizational skills to manage multiple projects and deadlines simultaneously
- Ability to work independently and as part of a team
- Excellent time management skills and attention to detail
- Ability to generate innovative content ideas that align with the mission and campaign/event goals
- Strong problem-solving skills and the ability to adapt to new trends and technologies
- Must successfully pass a background check

Preferred

- Ability to interpret data and analytics to inform content strategy
- Experience in generating reports and making data-driven decisions
- Basic HTML/CSS knowledge
- Proficiency in using content management systems (CMS) like WordPress for website updates

Salary & Benefits

Part-time position at 15-25 hours per week, \$25-\$30/hour (depending upon experience)

- Be part of a mission-driven organization and engage in rewarding work that has a positive impact in the lives of local childhood cancer families
- Culture emphasizing work-life balance and self-care
- 5 vacation/personal days, increased by 1 day each year of employment
- Opportunity for advancement and more hours based on skill set and organizational need

Our office is in a mill building in the vibrant downtown of Amesbury, Massachusetts. This building is fully accessible with two elevators, has ample free parking, and is accessible via public transportation from the Newburyport Commuter Rail Station and Merrimack Valley Regional Transit Authority.

Hiring Process

Please submit a cover letter and your résumé to Director of Development Stephanie Moran at stephanie@lucyslovebus.org with the subject line: “Social Media & Digital Content Specialist.”

All applicants will be contacted within two weeks of submitting their materials with thanks for applying, and any next steps. This position will remain open and posted until filled.

Our goal is to be a diverse workforce that is representative, at all job levels, of the communities and families we serve. Lucy’s Love Bus is an Equal Opportunity Employer, and does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis. All employment is decided on the basis of qualifications, merit, and organizational need.

Thinking about applying?

Research shows that people from historically excluded communities tend to apply to jobs only when they check every box in the posting. If you’re currently reading this and hesitating to apply for that reason, we encourage you to go for it! Let us know how your lived experience and passion set you apart.