



# Volunteer Role Overview

## Marketing/Social Media/Newsletters

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### ABOUT US

Our Father's Family Keeper Ministries is a nonprofit agency dedicated to improving people's lives in Cass County, Michigan.

#### OUR MISSION

To provide resources and programs that empower and strengthen families and communities by utilizing compassion and mutual support principles.

#### OUR VISION

To provide programs and services for families that support growth in the following areas: physical, academic, and emotional. These include academic assistance, The Village Community Garden, Transportation, The Village Free Store, and camping and retreat facilities.

### ABOUT THIS OPPORTUNITY

We are looking for a dedicated volunteer (who can be remote) to help enhance our website and support marketing efforts. This role involves website management, digital marketing strategies, content creation, and SEO improvements.

#### KEY RESPONSIBILITIES

- Collaborate with the team to brainstorm creative marketing strategies
- Develop digital marketing campaigns to increase visibility
- Optimize content for search engines (SEO)
- Other duties as assigned

#### SKILLS REQUIRED

- Remote capability (reliable internet access and equipment)
- Proficiency in digital marketing, SEO, and web analytics
- Basic knowledge of WordPress or other CMS platforms
- Strong communication and organizational skills
- A passion for helping Our Father's Family Keeper Ministries achieve its goals and mission

Please complete the Volunteer Application to express interest in this position.