



## Social Marketing Association of North America Request for Proposals: Part-time WordPress Coordinator

### BACKGROUND

The Social Marketing Association of North America ([SMANA](#)) serves the professional needs of social marketers in Canada, the United States, Mexico, the Caribbean, and Central America. Social marketing as a discipline seeks to develop and integrate commercial marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. SMANA connects practitioners, academics, and students in the North American social marketing arena to build a stronger legacy and community of practice. Our focus is to offer value-laden professional benefits to our members while disseminating best practices and behavior change strategies across broad geographic- and topical areas.

### POSITION OBJECTIVES

The SMANA website ([www.smana.org](http://www.smana.org)) has been in existence for some time while the association has developed its initial branding and positioning. Although functional, there is a need for the website to work harder for the association, attracting new members and providing additional value to existing members as SMANA enters its next stage of growth.

The association creates a robust amount of content and hosts frequent events, workshops and conferences. However, there is a gap in repurposing this same content across the SMANA website. This position would be responsible for improving the website functionality and appearance as a platform for featuring existing content, while also maintaining and adapting the site to meet the evolving needs of the association.

### SCOPE OF WORK

#### Near Term

- Cleaning & Correcting.** To ensure that the website is as low maintenance as possible and consistently up to date. Includes, but is not limited to:
  - Uninstalling unused themes, plugins and options. Updating existing plugins on a regular basis to keep them current.
  - Ensuring that all appropriate legal plugins (e.g. Cookie Consent and Data Protection Statements) are installed and working
  - Ensuring that all external or PDF links are functioning correctly and point to a new tab.
- Building New Content Functions.** So that existing content can be more prominently featured on the website. Includes, but is not limited to:
  - Creating new pages that adhere to the SMANA style guide and improve existing pages based on committee inputs.
  - Identifying and installing plugins and widgets on various pages to effectively highlight SMANA's latest information and upcoming events.
  - Build out members-only pages to feature special content.



## Longer Term

3. **Improve usability and appeal.** Expanding to all aspects of the site to make it as user friendly as possible. Includes, but is not limited to:
  - Easy-to-see and intuitive placements of “Join us” and “Member log-in” buttons.
  - Expand content offerings in members-only section.
  - Explore alternate site themes and site maps for ease-of-use.
  - Improve SEO of site overall and specific featured content on site.

## Overall site management

4. Manage process of receiving updates and information from various content owners within the association according to set deadlines for placement on the site.
5. Provide suggestions and recommendations to SMANA on additional opportunities to improve site functionality and usability.
6. Work with SMANA’s External Affairs committee to develop standard operating procedures for adding and updating content on the site.
7. Apply ad-hoc changes to the site based on needs of the SMANA committees.

## POSITION DETAILS

- This is a contractual position. No employment benefits are provided.
- Position is expected to work a maximum of 10 hours per month.
- Hourly rate is set at \$20 per hour. Contractor will issue monthly invoices for payment.
- Contract end date is set at December 31, 2018. There may be an option to extend/renew contract, pending the association’s budget for 2019.
- Position is part of SMANA’s External Affairs committee and will report to a member of the committee for assignments and status updates.
- Primary residence must be in North America; work can be done remotely.

## SKILLS REQUIRED

- Candidate must be well experienced with all aspects of WordPress, including the use of plugins.
- Experience with Paid Membership Pro a plus.

## POSITION EXPECTATIONS

- Contractor must be capable of working on multiple website projects simultaneously.
- Position will work as part of a team but will primarily operate independently.
- Availability to address emails and hold calls both during the workday (9am - 5pm EDT) and after hours (6pm - 9pm) as needed.
- Maintain an up-to-date work plan and communicate work needs in a timely manner.
- Attend regular check-in meetings with position supervisor (30 min. – 1 hr.) and monthly committee calls (1 hr.).

**TO APPLY FOR THIS POSITION:** Email your CV to Brooke Tully ([brooke@brookes2cents.com](mailto:brooke@brookes2cents.com)) by October 15<sup>th</sup> with a brief statement about your interest in the position. You may be asked to share references and examples of work in follow-up discussions.