**Marketing Specialist Roles Description**

Helping Link/Một Dấu Nối is seeking a volunteer social media/marketing specialist to join our team.

**Responsibilities:**

* Brainstorm and develop ideas for creative marketing kits and campaigns.
* Assist in internal and external marketing activities by demonstrating expertise in content development, advertising and external marketing.
* Develop regular content for social media (Facebook, Instagram, LinkedIn).
* Work with cross-functional internal volunteer teams (graphic designers, communications, instructors, IT/web team, etc.)

The ideal volunteer(s) will have:

* Strong communication skills.
* Experience with marketing research and strategy development.
* Familiar with Microsoft Office and Microsoft Teams.
* Familiar with design tools such as Canva or Adobe Creative Suite.

**Benefits:**

* Hands-on experience showcasing and building skills in marketing and advertising.
* Enhance and build upon your knowledge of marketing strategy.
* Get a chance to promote and support a local community-driven grassroots organization’s mission to improve the lives of the Vietnamese community in King County.

**About Helping Link**: Helping Link is a nonprofit organization that offers social services and education programs for Vietnamese refugees and immigrants. Our mission is to "Empower Vietnamese-Americans through assisting them through social adjustment, family stability, and self-sufficiency while nurturing community service and young professional leaders."

For more information about the volunteer application process, visit www.helpinglink.org/volunteer. If you have any questions, [volunteers@helpinglink.org](mailto:volunteers@helpinglink.org).