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UAIP Promotions Coordinator
THIS IS A CONTRACT POSITION
African People's Education and Defense Fund

About us: The African People's Education and Defense Fund (APEDF) is driven by African self-determination, a sense of pride and a vision for a prosperous future once again. Its mission is to defend the human and civil rights of the African community and end the disparities faced by African people in health, healthcare, education and economic development.

The UAIP Community Garden is training members of our African community to contribute to a prosperous future through development of community gardens using innovative techniques, backyard/urban gardens and education about using garden harvests for nutritious, healthy eating. Its mission is to increase food production to eliminate food apartheid, meeting the essential need of healthy food as a strategy to create prosperous, self-determining African communities everywhere.

Definition: The UAIP Promotions Coordinator is responsible for promotions, marketing and advertising the Black Power Community Gardens to the community including a consistent social media presence following all established branding. . Under the leadership of the UAIP Project Director, the UAIP Promotions Coordinator provides support in the planning and implementation of the goals of the UAIP grant, which are to:

1. Expand the Gary Brooks Black Power Garden and create a new community garden
2. Develop formal staffing to oversee the community garden activities
3. Develop educational materials for community members interested in urban gardens and/or selling produce
4. Implement data collection and recordkeeping systems to evaluate the grant goals, objectives, activities and outcomes

Essential Functions:

Tasks:

- Designs all marketing and promotions media, including flyers, posters, club cards and special presentations

- Manages and maintains consistent social media presence, track viewership, provide reports on what is working and how to improve viewership
- Work with a website coordinator to post timely information on the website
- Writes press releases and PSAs; sends or enters online announcements to print media sources

Knowledge, Skills, and Other Characteristics:

- Strong written communication skills with the ability to build relationships at all levels
- Demonstrated ability to work collaboratively with diverse stakeholders
- Knowledge of Google Docs, Google Sheets, social media platforms, and other digital tools
- Marketing skills helpful
- Excellent communication, organizational, and time management skills
- Detail oriented and able to prioritize tasks and manage time well

Physical Requirements:

- Work is performed primarily in an office environment using standard office equipment
- Walking short distances, sitting and/or standing for short or extended periods of time
- Handling/grasping documents or office equipment

Qualifications:

- Familiarity with Facebook, Twitter, Instagram and other social media
- Experienced with design software: Photoshop, Illustrator, Canva or Dreamweaver
- Previous experience in marketing or promotions
- Previous experience in volunteer recruitment is a plus

Job Type: Administrative, Independent Contractor

Pay: \$17 an hour

Benefits: None

Schedule: 10 hours a week average, on a case by case event, some occasional evenings for special events. This is a seasonal position ending in 2027.

Work Location: St Louis, MO