

Position Description: TurningPointCT Project Assistant (10 hours/week)



Positive Directions—The Center for Prevention and Counseling seeks a part-time project assistant for the Young Adult E-Engagement Project, better known as TurningPointCT.org. The project's goal is to support teens and young adults in their search for mental wellness through online platforms that provide peer support and information via a Q&A guide, resource map, personal stories, media, podcasts, and social networks. All aspects of TurningPointCT work are designed, developed and managed by Connecticut-based young people with personal experience &/or interest in mental health and addiction.

Responsibilities:

The Project Assistant's primary role is to maintain, update, and advertise the project's website as a resource for young people in Connecticut who may be struggling. The Project Assistant also supports other project activities, including interacting with peers at occasional in-person events. This is a hybrid position requiring some time in the office (Westport) and in the community as well as online. The position collaborates with the Project Coordinator & the Social Media Assistant.

1. Maintain the website, which includes:
 - A. Check for new user submissions
 - B. Update the map regularly
 - C. Review all website content routinely (content, hyperlinks, readability, SEO) and update as appropriate
 - D. For all new content, ensure links to other relevant areas of website, add keywords and search terms, manage readability, and ensure Search Engine Optimization (SEO)
 - E. Coordinate with Social Media Assistant on dissemination of new content once posted.
2. Manage online advertising:
 - A. Create monthly ads within allowed budget, in coordination with Social Media Assistant.
 - B. Ensure budget is spent.
 - C. Track and report on performance of ads.
3. Create weekly blog post and assist in developing other new content such as videos or podcasts.
4. Participate in weekly team meetings to plan new content and awareness campaigns.
5. Represent the project and connect with peers at occasional campus/community events.

Qualifications:

- Strong personal advocate for mental health and substance use recovery
- Excellent attention to detail
- Facility with software and social media (prior experience with WordPress a plus) – no fear of technology
- Excellent time management and ability to meet deadlines
- Connecticut-based young adult with interest in supporting their peers in a worthwhile cause **Schedule:**

Ten (10) hours per week, \$15/hour

Please send cover letter & resume to Margaret Watt at mwatt@positivedirections.org

Positive Directions—The Center for Prevention and Counseling is an Equal Opportunity Employer and actively seeks a diverse pool of applicants. Posted 9/22