

Purpose Brands 414

REDEMPTIVE MARKETPLACE INITIATIVES

POSITION: COMMUNITY ENGAGEMENT COORDINATOR

(PART-TIME) 15-25 hours per week

Base pay: \$19 - \$24/hr based on experience and employment tenure with Beautiful Lives

REPORTS TO: Development Director

SUMMARY:

Purpose Brands 414 (PB414), the parent entity of Beautiful Lives Thrift Boutique, is seeking a Community Engagement Coordinator to serve as a dynamic connector between our stores and the broader community. This highly relational and mission-minded individual will represent PB414 at local events, build relationships with key community members, and cultivate partnerships that align with our mission of offering dignity and hope. The ideal candidate is energized by people and comfortable speaking publicly and personally about our mission.

PRIMARY RESPONSIBILITIES

COMMUNITY PRESENCE & REPRESENTATION

- Serve as the face of PB414 at community events, local gatherings, networking groups, churches, civic organizations, and beyond.
- Actively attend and engage in networking events, nonprofit forums, volunteer fairs, and PR opportunities to increase visibility and build strategic partnerships.
- Build and nurture relationships with community leaders, business owners, donors, volunteers, and churches to expand support and collaboration.
- Confidently present the mission and impact of PB414 to groups—leveraging speaking opportunities, promotional materials, and personal testimony to cast vision.
- Creatively represent PB414 in ways that communicate our story with clarity, warmth, and professionalism.
- Participate in team meetings and contribute to a collaborative, Christ-centered culture.

EVENTS & PUBLIC ENGAGEMENT

- Set up and host engaging booths or tables at community events, pop-ups, and vendor fairs—offering a welcoming, mission-driven experience.
- Coordinate and participate in small to medium events on behalf of PB414 that promote awareness and involvement (e.g. meetups, boutique previews, donor mixers).
- Collaborate with the marketing team to align messaging and visuals across platforms and events.

SOCIAL MEDIA & ADMINISTRATIVE SUPPORT

- Maintain a record of contacts, community engagements, and follow-ups.
- Assist with events and outreach efforts.
- Monitor and respond to comments and direct messages across Meta Business Suite for all three Beautiful Lives Stores and the Thrift Outlet
- Ensure all social media comments and messages are either responded to directly or forwarded promptly to the appropriate team member.
- Manage the hello@beautifullivesboutique.com inbox, responding to inquiries or directing messages to the correct internal contact for follow-up.

REQUIREMENTS

- A vibrant and growing relationship with Christ.
- Exceptional interpersonal, public speaking, and networking skills.
- Self-motivated, professional, and personable with a passion for serving our community.
- Organized and detail-oriented with the ability to manage multiple community touch points.
- Experience in community engagement, nonprofit outreach, or PR is a strong plus.
- Willingness to work occasional evenings or weekends to attend key events.

BENEFITS

- Christ-centered, uplifting work environment.
- Flexible scheduling.
- Opportunities for spiritual and professional growth.

ABOUT PURPOSE BRANDS 414

We amplify collective impact, purpose and provision by cultivating a redemptive ecosystem where spiritual formation and marketplace-driven initiatives work together to restore what's broken and steward communities.