

JOB DEFINITION

POSITION:	Marketing and Communications Specialist
REPORTS TO:	Vice President of Development
STATUS:	Salary Exempt

SUMMARY

The Marketing and Communications Specialist is responsible for the development and implementation of creative initiatives which specifically support the Development Department while upholding the entire agency's brand. Through creation of print collateral, online communications, and cross-channel strategies, the Marketing and Communications Specialist will support Development initiatives including special events, major gifts, digital fundraising, and overall agency marketing.

The Marketing and Communications Specialist is a hybrid work position, primarily working remotely, with shared office space on the Coalition campus reserved for Development Department use. The Coalition will provide equipment and supplies for remote office use.

DEVELOPMENT DEPARTMENT KEY PERFORMANCE INDICATORS

- Meeting or exceeding the fiscal year private sector revenue budget
- Increasing donor retention
- Maintaining a 3:1 (or better) fundraising ratio for fundraising events
- Increasing annual grant proposal success rate
- Growing social media audience

MARKETING AND COMMUNICATIONS SPECIALIST KEY PERFORMANCE INDICATORS

- Actively contributing to development department key performance indicators
- Growth in social media followers
- Increase in social media engagement
- Increase in e-communication open and click rates
- Website conversion rates
- Revenue generated through e-appeals

PRIMARY DUTIES AND AREAS OF ACCOUNTABILITY

- Create and implement an annual written marketing plan complete with timelines, strategies, and goals
- Develop, design, and write print collateral material (including brochures, flyers, advertisements)
- Develop, design, and write e-communications (including e-appeals), monitoring success, and executing effective strategies aligned with current best practices
- Create, maintain, and update website content
- Implement and monitor online fundraising initiatives including online donation forms, cross-platform campaigns, mobile giving, e-appeals, and implementation with development strategies
- Manage agency social media platforms by creating a content calendar, collecting and writing content, engaging social media followers, and integrating with other strategies and initiatives

- Monitor engagement analytics for social media, web presence, and e-communications and adjust strategies as needed
- Support special events through event brand development, as well as leading marketing efforts
- Uphold and integrate the Coalition brand across all platforms including social media, print collateral, web design, and other internal and external communications
- Lead creative development of digital media such as video, photos, and presentations
- Build relationships with print vendors to solicit job estimates, negotiate prices, and oversee project completion

QUALIFICATIONS AND REQUIREMENTS

- Bachelor's Degree in Graphic Design, Marketing/Communications, Advertising/PR or equivalent preferred, but not necessary if experience and portfolio warrant
- Experience in both print and web design
- Minimum of 2 years of professional experience – nonprofit experience is a plus
- Proficiency in Adobe Creative Suite applications including InDesign, Illustrator, Photoshop, Dreamweaver, and Premiere Pro (or suitable video editing software) a plus
- Proficiency in Microsoft programs such as Word, Excel, and PowerPoint
- Experience with digital media technologies such as film and photography (DSLR cameras), mobile web, and e-marketing
- Experience with HTML, JavaScript, and other relevant programming languages is a plus
- Experience with Duda and/or other website builders is a plus
- Experience with managing social media platforms
- Commitment to participate in continuing education to stay apprised of current design and social media trends and best practices

KEY ATTRIBUTES

- Ability to take a project from concept to completion
- Ability to build positive working relationships with a variety of internal and external constituents
- Strong professional and personal communication skills – written and verbal
- Exceptional personal and professional integrity
- Ability to work quickly and effectively while maintaining high work quality
- Highly organized and able to multi-task and prioritize projects to ensure timely delivery on outstanding tasks

DISCLAIMER

The job description above is intended to describe the general nature and level of work being performed by the employee occupying this position and in no way states or implies that these are the only duties, responsibilities and skills required of this position. Employee will be required to follow any other job-related instructions and/or duties requested by their supervisor.

Employee's Name (printed): _____

Employee's Signature: _____ Date: _____