



## JOB DESCRIPTION

**Job Title:** Media Communications Specialist  
**Department:** Development  
**Reports To:** Director of Development  
**FLSA:** Exempt, Full Time  
**SALARY:** \$46,000 to \$48,000 (DOE)

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**Position Overview:** This position supports the organization through effective communication and integration of messaging across platforms. Incumbent is responsible to implement a strategic communications plan to maximize brand awareness in the community. The Specialist will use various communication tools to maximize donor communications and fundraising.

**Primary Duties and Responsibilities include, but are not limited to:**

- Develop and execute strategic and comprehensive communications plans by collaborating with the development team and program leadership
- Design and produce communication materials, such as digital content, videos, annual reports, and marketing collateral
- Create compelling and enriching blog content; maintain agency website using best practices; serve as primary point of contact for website host
- Manage the creation of the annual newsletter including writing all articles; oversee graphic design, production and distribution
- Maintain and build relationships with local media; write and distribute all press releases
- Interview staff, clients, volunteers and donors to craft inspirational content
- Develop social media strategies using leading practices and emerging trends alongside the Development and Communications Associate
- Analyze social media and digital fundraising efforts; create strategies to maintain and increase subscribers
- Monitor external coverage and public opinion of agency to help shape strategy
- Serve as point of contact for general information inquiries
- Provide pre-event, post-event, and on-site assistance of all organization events as needed to ensure successful and timely outcomes
- Co-manage development interns and volunteers, creating and coordinating tasks
- Participate in Development Committee meetings and / or Board meetings as requested.
- Help cultivate new donors and nurture existing relationships
- Act as an agency ambassador, fulfilling speaking engagements, leading tours and attending other events as requested

**Experience / Skills Requirements:**

- Bachelor degree from an accredited college or university

- Minimum 2 years' experience in nonprofit development and communications/marketing
- A strong understanding of brand awareness
- Effective written, verbal, oral and listening communication skills
- Proven ability to effectively speak in public
- Ability to set priorities, multi-task, and meet deadlines
- Comfortable using photography and videography to tell engaging stories
- You thrive on creative ideas, and have an eye for detail with strong presentation, graphic production and editing skills
- Excellent computer skills with knowledge of CRM database, social media, graphics editing, web editing (WordPress) and Adobe Creative Suite
- Flexibility to work occasional nights and weekends as needed
- Ability to work in a team environment with minimal supervision

**\*Please include cover letter as well as 2 writing samples and 2 marketing collateral samples.**

Incumbent must be able to perform duties using standard office equipment (phone, fax, computer, etc.), move from one story to another as needed (stairs / elevator accessible), must be able to carry / transport up to 10 lbs. periodically / as needed.

EOE