



## **Position: Marketing & Communications Associate**

**Status:** Non-Exempt

**Reports to:** Chief Executive Officer

### **Summary of Primary Duties:**

Under the direction of the Chief Executive Officer, the Marketing & Communication Associate's primary responsibilities are to design, implement, and manage a comprehensive Marketing Plan for the Foundation. The Marketing & Communications Associate will also develop and execute a Stewardship & Outreach program aimed at building strong communication strategies for segmented donor and fundholder groups. Both programs will include myriad forms of outgoing communications throughout the calendar year designed to foster a stronger relationship between the Foundation and the community.

### **Essential Functions:**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Develop, manage, plan and carry out the Foundation's annual Marketing and Communications plan with corresponding budget, increasing awareness and improving the visibility of the Foundation across key stakeholder audiences
- Design, implement and manage communication strategies for Foundation program areas and initiatives as they arise
- Undertake market research, including data analysis and current trends to make adjustments to marketing strategies where needed
- Ensure consistent implementation of graphics and key messages, including all content for printed and electronic communications
- Utilize existing or create new templates and standards to adhere to brand guidelines
- Manage the development, distribution and maintenance of all print and electronic collateral including but not limited to annual report, press releases, electronic newsletters, brochures, invitations, advertisements, social media posts, website and online materials
- Coordinate projects and production schedule, while maintaining a positive working relationship with area vendors
- Assist staff in planning and executing events hosted by the Foundation, including outreach events based in the three counties, and future opportunities for Foundation promotion
- Assist in professional development and continued learning events run through the Development department
- Develop, manage, plan, and carry out the Foundation's Stewardship & Outreach program
- Identify and segment donor/fundholder audiences in order to build a strong and curated communications plan based on periodic, individualized outreach throughout the course of the calendar year: this includes customized publications, e-blasts, branded gifts, & personal notes
- Utilize more content-rich opportunities for storytelling to show the impact of donors' gifts
- Strengthen the channels of communication between donor/fundholder and the Foundation
- Actively engage, cultivate, and manage media relations to ensure coverage surrounding the Foundation's programs, special events, public announcements, etc. to continue positioning the Foundation leaders as community experts
- Update and maintain the Foundation's website and generate relevant content including capturing and developing success stories from donors and grantees
- Develop content, manage and maintain all of the Foundation's social media profiles
- Create and maintain story, photo, video and press release library
- Prepare or assist in the preparation of the CEO's media talking points, presentations, keynote speeches, and other supporting materials as needed
- Update the Foundation's listing on Candid and other online platforms as needed

**Competencies:**

- Strong writing and editing skills, including the ability to take complex concepts and communicate them clearly and concisely with strong attention to detail
- Relationship-driven individual who easily establishes rapport and trust with diverse audiences
- Strong team player known for collegiality and predisposition to work collaboratively
- Excellent project management skills
- Deep strategic communications skills, with a track record of designing and implementing successful marketing and communication strategies and campaigns
- Experience with media relations and journalists
- Demonstrated ability to meet deadlines
- Independent judgment is required to plan, prioritize, and organize a diversified workload

**Supervisory Responsibility:**

This position has no supervisory responsibilities.

**Position Type/Expected Hours of Work:**

This is a part-time position, with an average of 20 hours a week during normal business hours. Weekend and/or overtime hours may occasionally be expected.

**Travel:**

Local travel is expected for this position in addition to reliable transportation, minimal overnight travel may be required. Valid driver's license, proof of auto insurance coverage is required.

**Education and Experience:**

- Required:
  - High school diploma, GED or equivalent
  - Proficient in current Microsoft Office Suite, Google Docs and Forms, Word Press, social media platforms and internet savvy
- Preferred:
  - Bachelor's degree or equivalent, with preference for in journalism or communications
  - Knowledge of basic html, web-based tools, apps and software programs; graphic design; and desktop publishing applications a plus

**Work Environment:**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. The position also operates outside occasionally.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This is largely a sedentary role; however, some filing is required. This would require the ability to lift office products and supplies, up to 20 pounds, open filing cabinets and bend or stand as necessary. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**EEO Statement:**

Community Foundation of the North State is an Equal Opportunity Employer.

**Other duties:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.



I understand that my employment with Community Foundation of the North State is considered at will, meaning that either the company or I may terminate this employment relationship at any time with or without cause or notice. This job description is not a binding contract and signing this document does not change the fact that Community Foundation of the North State is an at-will employer.

**Signatures:**

This job description has been approved by management:

Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_