



Marketing and Content Specialist

Title: Marketing and Content Specialist

Hours: 20 hours/week

Supervisory Responsibilities: None, Zero Direct Reports

Connecting those who care
with those who need

Primary Purpose

The marketing and content specialist is responsible for quality writing, editing, and proofreading for our communications and media relations efforts. This position will work closely with the Director of Grantmaking and Strategic Communications to develop clear and consistent messaging and storytelling consistent with the CFJC brand.

This position requires a strong understanding of developing targeted, multi-channel messages to increase stakeholder engagement and the ability to break down complex subject matter to create simple, concise content for a variety of audience and channels.

As part of the Community Foundation team, this position will provide event and project management support throughout the year. These responsibilities may take place outside of regular office hours.

Essential Job Functions

- Creates strong, clear, concise written and visual content which contains a consistent message across a variety of channels including social media, digital, letters, commercials, print materials, and video.
- Provide content marketing for a broad range of organizational collateral materials including, but not limited to, annual reports, articles, editorials, scripts, news releases, donor and grant recipient profiles, marketing and sales letters, event talking points, flyers, etc.
- Target complex principles, strategies, and programs into consumer-friendly and engagement driven concepts that provide a clear understanding of the Community Foundation's work and impact, increase brand awareness, and move people to action.
- Utilize highly developed writing, editing, and copywriting skills to write targeted, multi-channel messages.
- Ensure all content supports the CFJC's strategic marketing goals.
- Develop content in a timely manner and according to the marketing calendar.

Education

Bachelor's Degree, preferred fields are Journalism or English

3-5 years relevant work experience, preferably with a nonprofit organization

To apply: Please email a resume and cover letter to ellie@cfjc.org by January 22, 2021.

Job Skills and Attributes

Creativity: flexible, adaptable, open to change; looks for solutions; open to new ways of doing business

Effective Communication: Excellent relationship-building skills; able to work effectively with staff and on a team; builds concise communication for distribution on the CFJC social media and website

Cultural Competency: able to understand and effectively interact with people across cultures

Action Oriented/Results Driven: demonstrates strong desire to achieve meaningful results and follows through on commitments; anticipates and resolves problems effectively

Team Building: promotes cooperation throughout the organization and assists with creating a positive work environment

Community Focus: listens to and addresses community needs and connects community to the CFJC

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

While performing the duties of this job, the employee may be required to use finger and hand motions and to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move objects of up to 20 lbs. Specific vision abilities required by this job include close vision and ability to adjust focus. Occasional travel to off-site meetings, events, and vendors will be necessary; a valid driver's license and access to a vehicle is required.

Accountability and Decision Making

This position reports to the Executive Director and works with employees within the organization, as well as community foundation board and committee members. Employee must be able to differentiate between urgent and non-urgent matters, collect relevant information and consult with a supervisor or other team member before making major decisions. They should understand organizational priorities and implement projects accordingly. Employees may be asked to perform other duties as apparent or assigned.

Other Skills

- Advanced computer skills in Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Knowledge of InDesign, Adobe, Canva, and Video Editing software preferred
- Preference given to applicants with strong video creation/editing skills
- Experience writing for fundraising
- Strategic thinking
- Strong public relations skills
- Critical problem-solving
- Project management
- Storytelling

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