



**Job Title: Safe Haven Baby Boxes, Inc. Marketing and Communications Specialist
(Part-Time)**

SUMMARY –

The Marketing and Communications Specialist is responsible for planning and leading the marketing and communication efforts of Safe Haven Baby Boxes Inc. (SHBB) and to achieve the non-profits goals. He/She will establish a working relationship with the Chief Executive Officer and other staff; corporate teams; contractors, vendors and agencies/freelancers; media; community leaders; and donors. Additionally, the Marketing and Communications Specialist should implement programs specifically targeted at sales and soliciting donors and be proficient in budgeting and sales forecasting.

PRIMARY RESPONSIBILITIES

- Create and implement effective marketing and communications plans, including promotions, programs, events, and other initiatives for Safe Haven Baby Boxes.
- Drive awareness through a targeted and compelling approach to email marketing and digital advertising.
- Evaluate, prepare, and provide regular verbal and written reports including marketing plan summary, sales updates, public relations value, etc., to management, investment partners and other designated parties.
- Participate in the brainstorming of ideas for social media, website, and other marketing and communications projects.
- Lead effort with planning and implementing special events such as annual gala, monthly fundraisers, and/or other fundraising efforts.
- Development and implement content and/or campaigns for social marketing, public and media relations, website content, communication/resource development materials such as the quarterly newsletter and other parent communications, and brand management
- Maintains all content on SHBB's website.
- Assist with recruiting volunteers and volunteer management for event.
- Responsible for the pick-up and delivery of prizes, auction items, etc. (as necessary) for specified events.
- Support Grassroots Fundraising volunteers with their fundraising efforts. Provide volunteers with resources, tips and encouragement.
- Research, identify, and provide support for grant funding.
- Increase the financial resources for coordinating effective marketing opportunities through sponsorships, partnership marketing and merchant involvement.
- Assist with special projects as assigned.

QUALIFICATIONS

Education/Experience:

- Bachelor's degree or equivalent experience in marketing, communications, or a related field.
- 3-5 years of relevant work experience
- Experience with digital media, including mobile, websites, search marketing, website maintenance, and email marketing required.
- Copy editing and writing experience required.
- Experience in nonprofit fundraising and marketing preferred
- Experience with MS Office, Google Suite, and CRM software preferred.

Other Skills/Abilities

- Excellent written and oral communications skills.
- Strong interpersonal and presentation skills.
- Ability to establish and maintain relationships with potential donors and sponsors.
- Exceptional ability to work independently and produce results in a timely manner independently.
- Strong organizational skills to maintain accurate records and confidentiality of account activities.
- Creative and strong strategic planning skills.
- Knowledge of the Safe Haven law, demographics, and regional market a plus.

Other Considerations:

- Position requires flexibility on working hours.
- May be required to travel for business purposes up to 15% of the time. All properly documented and approved company travel-related expenses will be reimbursed in accordance with management's Travel and Entertainment Policy.
- Candidate residing in or around Indianapolis or Fort Wayne, Indiana area is preferred.