

# Marketing and Digital Media Specialist Job Description

**Position Title:** Marketing, and Digital Media Specialist

**Reports To:** CEO

**Time Commitment:** Full-time or Part-time (depending on the organization's needs)

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## Role Summary:

The Marketing and Digital Media Specialist is responsible for developing and implementing The Growth Center's marketing and digital media strategies to raise awareness, engage supporters, and drive fundraising and programmatic goals. This role involves managing the organization's online presence, creating compelling content, coordinating campaigns, and using analytics to optimize outreach and engagement. The Specialist ensures that the nonprofit's message is consistently communicated across all channels, enhancing its brand and visibility.

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## Key Responsibilities:

1. **Digital Marketing Strategy:**
  - **Develop and Execute Campaigns:** Create and implement digital marketing strategies that align with the nonprofit's goals, including awareness campaigns, fundraising initiatives, and program promotions.
  - **Content Creation:** Produce engaging content for various platforms (website, email newsletters, social media, blogs) that aligns with the organization's mission and engages the target audience.
  - **Email Marketing:** Develop and manage email marketing campaigns to nurture donor relationships, promote events, and share impactful stories.
2. **Social Media Management:**
  - **Manage Social Media Accounts:** Oversee day-to-day management of the nonprofit's social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn), ensuring consistent and relevant posts.
  - **Content Calendar:** Develop and maintain a social media content calendar to schedule posts, manage deadlines, and ensure cohesive messaging across platforms.
  - **Engagement:** Engage with followers, respond to comments, and encourage interaction to build a vibrant online community.
3. **Branding and Messaging:**
  - **Maintain Brand Consistency:** Ensure all marketing and digital media materials reflect the nonprofit's brand, voice, and messaging consistently across channels.

- **Creative Direction:** Develop creative assets such as graphics, videos, and infographics that enhance the nonprofit's message and visually communicate its mission and impact.
  - **Storytelling:** Collect and share stories from beneficiaries, volunteers, and staff that illustrate the nonprofit's mission and impact, creating emotional connections with audiences.
4. **Website Management:**
- **Content Updates:** Regularly update and maintain the nonprofit's website, ensuring that it remains current, user-friendly, and optimized for search engines (SEO).
  - **SEO and Analytics:** Optimize website content for SEO to improve visibility in search engine results. Use Google Analytics and other tools to track website traffic, user behavior, and campaign effectiveness.
5. **Fundraising and Event Promotion:**
- **Support Fundraising Efforts:** Work closely with the development team to create marketing materials and digital campaigns that support fundraising goals, including crowdfunding, peer-to-peer fundraising, and donor retention strategies.
  - **Event Promotion:** Develop promotional strategies for events, webinars, and fundraising initiatives, including creating digital ads, event landing pages, and email invitations.
6. **Analytics and Reporting:**
- **Monitor Campaign Performance:** Track and report on the performance of marketing campaigns and digital media efforts, using metrics such as social media engagement, website traffic, email open rates, and conversion rates.
  - **Data-Driven Decisions:** Use data to inform and adjust strategies, improving effectiveness and ROI for marketing and outreach initiatives.
7. **Public Relations and Media Outreach:**
- **Media Relations:** Develop press releases, media kits, and pitch stories to local and national media outlets to secure coverage for the nonprofit's events and initiatives.
  - **Influencer Partnerships:** Identify and collaborate with influencers or advocates who align with the nonprofit's mission to expand its reach.
8. **Collaborative Efforts:**
- **Work Across Teams:** Collaborate with program staff, development teams, and leadership to align marketing strategies with organizational objectives.
  - **Vendor Management:** Coordinate with external vendors such as graphic designers, photographers, and web developers when outsourcing projects.

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## Qualifications:

- **Marketing and Communications Expertise:** Strong understanding of digital marketing, social media strategies, and content creation, with experience in nonprofit marketing preferred.

- **Content Creation:** Proficiency in creating high-quality written, visual, and multimedia content. Graphic design and video editing skills are a plus.
  - **Social Media Proficiency:** Deep knowledge of best practices across social media platforms and social media management tools (e.g., Hootsuite, Buffer).
  - **Analytical Skills:** Ability to analyze marketing performance data and adjust strategies based on metrics. Experience with Google Analytics, SEO, and social media analytics is preferred.
  - **Attention to Detail:** Strong project management skills, with the ability to juggle multiple projects while maintaining a high standard of quality.
  - **Tech Savvy:** Familiarity with website management (WordPress, Squarespace, etc.), email marketing tools (MailChimp, Constant Contact), and design software (Adobe Creative Suite, Canva).
  - **Collaboration and Communication:** Strong verbal and written communication skills, with the ability to work collaboratively across teams.
  - **Passion for Nonprofit Work:** Enthusiasm for the nonprofit sector and commitment to the organization's mission.
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### **Term of Service:**

The position of Marketing and Digital Media Specialist is typically a part-time or full-time role, based on the needs of the organization.

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The Marketing and Digital Media Specialist plays a crucial role in shaping how The Growth Center I, Inc. communicates with its audience, raising awareness, increasing engagement, and driving support for the organization's mission. Their efforts ensure that the nonprofit's message is amplified across digital platforms, bringing the mission to life for a broad and diverse audience.

# Outreach Specialist Job Description

**Position Title:** Outreach Specialist

**Reports To:** Executive Director (CEO)

**Time Commitment:** Full-time or Part-time (depending on the organization's needs)

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## Role Summary:

The Outreach Specialist is responsible for building and maintaining relationships with the community, partners, and stakeholders to promote the nonprofit's mission and programs. This role involves engaging with target populations, coordinating outreach activities, raising awareness, and expanding the nonprofit's reach. The Outreach Specialist serves as the organization's ambassador, connecting with diverse communities and ensuring they have access to The Growth Center's services and resources.

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## Key Responsibilities:

- 1. Community Engagement and Relationship Building:**
  - **Develop Community Partnerships:** Build and maintain relationships with community organizations, local businesses, schools, government agencies, and other stakeholders to increase awareness of the nonprofit's mission and services.
  - **Outreach to Target Populations:** Identify and engage with specific groups or communities that would benefit from the organization's programs and services.
  - **Representation at Events:** Represent the organization at community events, fairs, and meetings to promote services, recruit participants, and develop partnerships.
- 2. Outreach Planning and Execution:**
  - **Outreach Strategy Development:** Collaborate with program staff and leadership to develop and implement outreach strategies that align with the nonprofit's goals and target demographics.
  - **Coordinate Outreach Events:** Plan, organize, and participate in outreach events such as workshops, seminars, information sessions, and community forums to engage with the community and promote services.
  - **Distribute Outreach Materials:** Create, distribute, and update brochures, flyers, and other promotional materials to increase visibility and reach of the nonprofit.
- 3. Program Promotion and Enrollment:**
  - **Promote Services:** Educate individuals and organizations about the nonprofit's programs, ensuring they understand the benefits and how to access them.
  - **Increase Program Participation:** Conduct targeted outreach to encourage participation in the nonprofit's programs and services, assisting with enrollment and providing follow-up support.

- **Volunteer Recruitment:** Support recruitment of volunteers by raising awareness of volunteer opportunities and engaging potential volunteers from the community.
  - 4. **Data Collection and Reporting:**
    - **Track Outreach Efforts:** Maintain records of outreach activities, including attendance at events, number of participants reached, and follow-up actions.
    - **Measure Impact:** Collect and analyze data on the effectiveness of outreach strategies and provide reports to leadership on outreach outcomes and community engagement metrics.
    - **Participant Feedback:** Gather feedback from program participants, partners, and community members to assess the impact of outreach activities and improve future efforts.
  - 5. **Communication and Collaboration:**
    - **Collaborate with Internal Teams:** Work closely with program staff, communications teams, and leadership to ensure outreach activities are aligned with the nonprofit's mission and objectives.
    - **Advocacy and Awareness Campaigns:** Assist in coordinating advocacy efforts or awareness campaigns around key issues relevant to the nonprofit's work.
    - **Community Needs Assessment:** Collaborate with stakeholders to assess community needs, identifying opportunities for the nonprofit to expand services or adjust outreach approaches to better meet those needs.
  - 6. **Resource Referrals and Support:**
    - **Provide Information and Referrals:** Serve as a point of contact for individuals seeking information about the nonprofit's services, programs, or resources. Provide referrals to partner organizations when necessary.
    - **Support for Clients:** Assist program participants with accessing services, providing ongoing support, and helping to remove barriers to participation.
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## Qualifications:

- **Communication Skills:** Excellent verbal and written communication skills, with the ability to engage diverse populations and explain complex information in an accessible way.
- **Cultural Competency:** Ability to work effectively with people from different backgrounds, cultures, and communities, demonstrating empathy and understanding of their unique needs.
- **Community Engagement Experience:** Prior experience in community outreach, grassroots organizing, or working with underserved populations is preferred.
- **Relationship Building:** Strong interpersonal skills with a talent for building and maintaining long-term relationships with community partners and stakeholders.
- **Organizational Skills:** Ability to manage multiple tasks and projects simultaneously, with strong attention to detail and effective time management.

- **Public Speaking:** Comfortable speaking at public events, leading group discussions, and representing the organization in public forums.
  - **Passion for Nonprofit Work:** Enthusiasm for working in the nonprofit sector and a commitment to the mission of the organization.
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### **Term of Service:**

The Outreach Specialist position is typically full-time, part-time, or contract-based depending on the organization's needs.

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The Outreach Specialist plays a vital role in connecting the nonprofit with the community it serves. Through strategic outreach and relationship-building, the Outreach Specialist expands the organization's reach, strengthens its connections to key stakeholders, and helps ensure that its programs and services are accessible to those who need them most.