

Marketing & Communications Specialist



Essential Duties & Responsibilities

1. In partnership with the Development Director, manage media relations, including monthly television interviews and radio spots, and social media platforms – Facebook, Instagram, LinkedIn, Website content, Constant Contact e-campaigns, etc.
2. Create content for each social media platform including all fundraising campaigns.
3. Organize and produce videos for use on social media platforms.
4. Produce press releases and articles for community publications.
5. Create content for website, in collaboration with our Office Manager, including announcements and blog posts.
6. Act as second liaison with marketing firm for timely production and content for Friendship Home mailings, appeals and newsletters.
7. Form relationships with media contacts and respond to media inquiries alongside the Development Director.
8. Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
9. Develop compelling digital content, including graphics and video, to promote FH's services.
10. Assist with all FH fundraising events and special events.
11. Attend special events on behalf of FH, as needed, including local media appearances.
12. Design print and digital materials for internal and external communication, such as newsletters, program flyers, website pages, graphics, promotional items, tours, presentations and advertisements.
13. Work with the development team to conceptualize and create outreach pieces and printed materials for special events.
14. Interact with potential donors, volunteers and the community by communicating and answering questions through FH's social media pages.
15. Define, track and report on the success of marketing efforts when possible.
16. Create and execute yearly marketing plan.
17. Help attend community outreach events as needed.