

Communications & Marketing Specialist

Job Description



Department:	Business Development	FLSA Status:	Exempt
Reports To:	Manager of Business Development	Physical Strength:	Light
Salary:	\$55,000- \$60,000	Class:	Non-Union

Summary

This position will create, organize, edit, proof, and distribute external content through a mission driven lens. This position will carry out donor stewardship strategies and management of internal systems and tools in collaboration with the Development and Events Associate and the Manager of Business Development. This position will also participate in team meetings and work inter-departmentally to help develop programs and procedures, and assist in fundraising efforts.

Essential Duties

1. Primary owner/manager of monthly weekly newsletter, social media and public relations channels, email mailing list, paid advertising, and website.
2. Create content in a variety of media: written (both long and short-form), video, photo, and graphic design for all internal and external Free Geek communications.
3. Draft, edit, and publish internal and external marketing content, including donor and marketing materials (eg. fliers, ads, brochures), email marketing, website updates and content, and social media.

Job Duties

- Execute on all marketing campaigns, roll-outs and team strategies and analyze and report on the performance and efficiency of campaigns and strategies.
- Conduct marketing and donor development-related research (eg. surveys) and analyze trends to identify new marketing opportunities for Free Geek.
- Coordinate/respond to and report on partnerships, press and speaking engagement opportunities for Free Geek
- Support donor development and marketing administrative tasks such as email maintenance, time clock and task organization.
- Provide support for all planned Free Geek events annually including but not limited to creating all marketing materials, event promotion via social media and email marketing.
- Tracking and reporting on Free Geek's social media insights and staying up to date on media trends to build growth of all of Free Geek's social media platforms (followers and engagement).
- Build brand awareness and equity of Free Geek's programs through all social media platforms, email marketing, website and on-site visitors and donors.
- Establish high standards of service for all donor and customer communications in person, on the phone, in email, and/or online such as timely and appropriate social media communication (comments and messages).
- Develops and maintains accurate records and documentation in regards to marketing (eg. MOU's with partnerships).
- Answer questions and forward inquiries, requests and complaints through appropriate channels as well as and facilitate the resolution of disputes with the public or external vendors when necessary.
- Work collaboratively with the Manager of Business Development and Development & Events Associate as well as learn about all Free Geek departments to accurately represent the organization publicly.
- In collaboration with the Manager of Business Development, build and execute Free Geek's marketing and communications strategy aligned with Free Geek's annual operating plan.
- Develop meaningful relationships across the organization to promote employee engagement.
- Enforce and promote Free Geek's branding through the style guide.
- Responsible for training and supervising Free Geek volunteers.

Approved By: Juan M. Muro, Jr.
Last Updated: March, 21st, 2024

Communications & Marketing Specialist

Job Description



- Tracking Key Performance Indicators and other metrics for performance.
- Following all Free Geek policies and procedures.
- Responsible for documenting continuous improvement.
- Assist with managing volunteers and interns.
- Attend, assist and gather content of all assigned Free Geek events.
- Other duties as assigned

Supervisory Responsibilities

This position has no supervisory responsibilities.

Qualifications

Ability to perform essential job duties with or without reasonable accommodation and without posing a direct threat to safety or health of employee or others. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Education & Experience

- Bachelors Degree in Communications, Digital Media and/or Marketing HIGHLY PREFERRED, OR MINIMUM 3 YEARS OF RELEVANT PROFESSIONAL EXPERIENCE IN FIELD.
- Demonstrated confidence and competence working with diverse populations is required.
- Minimum of 2 - 3 years related experience and/or training or equivalent combination of:
 - Working with a medium sized organization's leadership team making collaborative decisions.
 - Strong ability to self manage, take initiative, and create organizational wide marketing and communication planning.
 - Strong written and verbal communication skills
 - Skilled in writing and editing content with an attention to detail
 - Strong prioritization, organization, and project management skills as well as the ability to meet deadlines.
 - Proficient knowledge of various digital media, marketing and data analytics tools such as Google Analytics, MyEmma, Adobe Suite, Canva, social media platforms (Facebook, Twitter, Instagram, TikTok etc.), CRM systems (e.g. Salesforce), and content/project management systems such as Google Suite/Drive and highly preferred.
 - Experience in web platforms (eg. Wordpress, Drupal) and digital media (graphic design, audio/video and content production, copywriting and editing) is highly preferred!
- Experience with technology refurbishment, digital equity work/digital divide and/or e-waste recycling preferred.

Preferred Certificates, Licenses and/or Registrations

Google Ads Certification, not required.

Google Analytics Certification, not required.

HubSpot Content Marketing Certification, not required.

HubSpot Email Marketing Certification, not required.

Facebook Blueprint Certification, not required.

Communications & Marketing Specialist

Job Description



YouTube Certification, not required.

Twitter Marketing Certification, not required.

SE Ranking Academy Certificate (SEO), not required.

Language Skills

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of an organization. Bilingual or multilingual skills preferred but not required.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Computer Skills

Job requires specialized computer skills. Must be adept at using various applications including database, spreadsheet, report writing, project management, graphics, word processing, presentation creation/editing, communicating by email and using scheduling software.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Physical Demands & Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, and talk or hear. The employee is occasionally required to use hands and fingers to type or dial, climb or balance, stoop, kneel, crouch or crawl, and reach with hands and arms.

The employee must occasionally lift and/or move up to 25 pounds. This position requires frequent computer use. Specific vision abilities are not required by this job. The noise level in the work environment is usually quiet to moderate.

Travel

This position does not require travel outside of commuting to and from Free Geek.

Employee Signature: _____ **Date:** _____

Employer Representative: _____ **Date:** _____