

Job Title:	Communications Specialist	Department/Loc:	Mission Advancement
FLSA Classification:	Non-Exempt, Full Time	Date Drafted:	October 16, 2023
Reports To:	Director of Mission Advancement		
Salary Range	Starting salary is \$45,000 and up for highly experienced or qualified candidates.		

Position Summary

The Communications Specialist is responsible for executing all external agency communication in order to consistently and clearly articulate United Ministries' mission, vision and values. Through these measures, the Communications Specialist will drive an effective outreach and communications campaign to educate and cultivate community support, including collaboration with multiple agencies, providers, donors and funders in the community.

Position Responsibilities - Essential

This list of tasks is illustrative ONLY, and is not a comprehensive listing of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Communications and Marketing (40%)

- Implement the strategic vision and execution of all external agency communications, including social media, agency website, newsletters (both e-newsletter and quarterly printed), bulk mailing and donor communications.
- Develop and design marketing and outreach strategies, beginning with the creation of an annual, monthly and weekly plan, in partnership with contracted Marketing firm.
- Update and manage Facebook, Instagram, and LinkedIn accounts to engage current supporters, partners, and constituencies by providing up-to-date information and current agency needs as well as connecting with potential donors and increasing social media engagement.
- Collect content, design and produce regular monthly newsletters and quarterly printed newsletters to keep current supporters, partners and constituents up to date with needs and stories. Manage e-distribution. Utilize analytical tools to measure impact of email communications. Coordinate bulk mailing process with third party vendor, including mailing lists, de-duplication, printing, distribution and costs.
- In partnership with UM program staff, regularly develop and update website material to reflect most current news, events, success stories, program outcomes and needs. Edit materials for accuracy, ease of use, and continuity.
- Manage the printing and inventory needs for regular promotional materials including brochures, stationery, thank you letters, etc.

Donor Gift Processing & Database Management (30%)

- Oversee all donor processing, including donor gifts, grant revenue data, donor database and in-kind gift reporting.
- Coordinate with the Finance Team to keep up to date information for all donor credit cards, direct bank drafts, and other gifts.
- Run regular reconciliations, data review and clean up to protect the integrity of the donor database.
- Create and provide regular reports for team members within Mission Advancement as well as to the Executive Director. These include monthly new donor reports, recurring donors, lapsed donors, and donor demographic information (age, average gift amount, etc.).
- Create segmented lists for specific stewardship communications, in partnership with the Director of Mission Advancement and team members.

Donor Relations & Stewardship (15%)

- Speak to groups about United Ministries and host agency table at community fairs, etc.—1-2x per month.
- As needed, conduct tours of United Ministries' programs and facilities with donors, prospective donors, community and business groups, and others interested in learning more about the agency.
- Coordinate with Volunteer Manager, to participate in and lead volunteer activities for groups as needed, sometimes on weekends or after normal business hours-- 4-5x per year.

Signature Events (15%)

- Support the planning and execution of 2 annual signature events (Uniting for Change Luncheon and Donor Appreciation Celebration) and a variety of small events such as GED graduation and the Volunteer Luncheon, including oversight of registration, supply orders and promotional efforts.
- With direction from the Director of Mission Advancement, design all event materials such as event flyers, sponsorship forms, website updates, social media posts, print advertisements, and other materials as needed to support the event.
- Coordinate with outsourced Communications agency with the design of Save the Date messages, invitations, social media posts, mailing lists and managing the RSVP process.

Position Responsibilities - Non-Essential

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- Attend job related meetings
- Provide backup administrative support to other functional areas of the organization when needed to include Executive Director, Board of Directors, Finance, and Programs
- Other Duties as assigned

Essential Skills and Experience

- Bachelor’s degree or associate’s degree with equivalent professional experience
- Minimum of 2 years of professional fundraising and/or sales and marketing experience
- At least 1 year of project management and/or event management experience
- Proficiency with Microsoft Suite (Word, PowerPoint, Excel), Wordpress, and graphic software, such as Adobe Creative Suite or Canva
- Social media and website management experience
- CRM experience
- Excellent verbal and written communication skills with demonstrated ability to effectively communicate mission, vision and values
- Demonstrated skill with time management, planning, organization, and follow-up.
- Well-developed interpersonal and communication skills and willingness to communicate with a wide variety of individuals - from individual donors and volunteers to Board of Directors and program participants.
- Flexibility and willingness to take on additional duties/responsibilities.
- Ability to shift priorities in a fast-paced environment.
- Strong ethical standards; ability to create trust and integrity with co-workers, donors and community.
- Ability to multitask (able to navigate numerous applications and decipher information while holding a detailed conversation).
- Attention to detail and accuracy.

Beneficial Skills and Experience

- Knowledge of Bloomerang CRM
- Website design experience
- Experience with basic finance functions, including budgeting and reporting
- Strong public speaking skills and experience

Mental & Physical Demands- ADA Guidelines				
Physical Demands				
Stand	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Walk	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Sit	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Handling	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Outward	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Above Shoulder	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Climb	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Crawl	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Squat or Kneel	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Bend	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Lifting Requirements				
10 pounds or less	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
11 to 20 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
21 to 50 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
51 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A

