



## Job Description

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**Title:** Marketing and Communications Specialist

**Hours:** Full-time (Non-Exempt)

**Reports To:** Senior Director of Development and Communications

**Purpose:** The primary function of the Marketing and Communications Specialist will be responsible for all administrative aspects of development and communication activities. To provide support in administration, social media, event planning, marketing, community relations, and fundraising.

### **Job Responsibilities and Duties**

- Social Media Management:
  - Assist in creating and curating engaging content for various social media platforms such as Facebook, Instagram, LinkedIn, and TikTok.
  - Schedule and publish content according to the social media calendar.
  - Monitor social media channels, engage with followers, and respond to inquiries or comments in a timely manner.
  - Analyze social media metrics and generate reports to track performance and identify areas for improvement.
- Content Development:
  - Collaborate with the marketing team to develop content ideas for blog posts, newsletters, and other digital platforms.
  - Assist in writing and editing content for marketing materials, including website copy, email campaigns, flyers, and press releases.
  - Ensure consistency in messaging and branding across all communication channels.
  - Monthly Newsletter: Write articles and design the layout and format of the monthly donor and staff newsletter. Coordinating with other team members, departments, or external contributors to gather content and ensure alignment with organizational goals. Create a clear timeline for each edition of the newsletter, including deadlines for content creation, design, review, and distribution. Also, creating and sending the newsletter using email marketing software.
  - Photographs and videos as needed.
- Event Fundraising Assistance:
  - Collaborate with the team to plan and execute fundraising events, including but not limited to 5K Run for Meals, Awareness Event, and Signature Ask Event.
  - Assist in soliciting sponsorships, donations, and in-kind contributions for events.
  - Coordinate communication efforts to promote fundraising events through various channels, including social media, email newsletters, and press releases.
  - Provide on-site support during events, including registration, set-up, and logistics management.
- Administrative Support:
  - Provide administrative assistance, including but not limited to scheduling meetings, managing calendars, and organizing files and documents for the Executive Team.
  - Organizing events or initiatives to recognize and appreciate staff members for their

- contributions and hard work. Planning employee appreciation days, celebrations, or activities to boost morale and foster a positive work environment.
- Ensuring that important organizational information is effectively communicated to all staff members. Using various communication channels such as email, meetings, newsletters, or bulletin boards to disseminate information.
- Providing support to the board of directors, including meeting scheduling and distribution of board materials.
- Help maintain databases and mailing lists for marketing campaigns. Perform all duties pertaining to effective management of the donor database system.
- Handle inquiries via email, phone, or in person and direct them to the appropriate team members.
- Purchasing necessary items for events and items as needed for the staff lounge.
- Stocking and upkeep of the staff lounge and copy room.
- Special Projects
  - Maintain Papa Mike’s Café interior décor and patio area.
  - Campus Beautification: Ensuring the campus is always looking presentable and executing projects to improve campus. (e.g., murals, benches, etc.)
  - Lead staff for planning and timeline management when assigned a project.
  - Create unique projects to promote the organization, staff, and population served.
- Other duties as assigned by the Senior Director of Development and Communications.

### **Qualifications**

- Working toward a college degree, preferably in a related field experience. Relevant experience may be substituted. (e.g., Marketing/Communications or Public Relations)
- Marketing savvy, creative, and forward-thinking.
- Excellent verbal and written communication skills.
- Proficiency in Microsoft Suite.
- Ability to organize and prioritize work and work independently.
- Enthusiasm for the mission and vision of Poverello House and those we serve.
- Familiar with social media platforms: Facebook, Instagram, LinkedIn, and TikTok.
- Some limited physical effort may be required.

### **Compensation**

- Range for position starts at \$18.00/hour
- Cell phone stipend (\$50.00/monthly)
- Mileage reimbursement at Federal reimbursement rate
- Medical – HMO & PPO Plans (Employer contributes 90%)
- Dental – (Employer contributes 90%)
- Vision - (Employer contributes 90%)
- Term Life Insurance, Short-Term Disability and Long-Term Disability Insurance, Employee Assistance Program (Employer contributes 100%)
- Voluntary Life Insurance (with optional dependent coverage for eligible employees)
- Flexible Spending Accounts - Health FSA, Dependent Care and Adoption Assistance
- Voluntary Benefits - Accident Insurance, Critical Illness, Hospital Indemnity
- Retirement Plan 401(K) – (Employer matching up to 3%)
- 11 paid holidays + 1 floating holiday
- Vacation (starts at 2 weeks) and sick leave accrual
- California Paid Sick Leave (as permitted by State Law)
- Branded clothing provided

If interested in the position, please send a resume to [PovHR@poverellohouse.org](mailto:PovHR@poverellohouse.org).

No Phone Calls, Please

**EQUAL EMPLOYMENT OPPORTUNITY**

- Poverello House has a diverse workforce that is representative of the communities we serve, and is proud to be an equal opportunity employer. All aspects of employment are based on merit, competence, performance and business need. Poverello House does not discriminate in employment on the basis of, race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factors protected under federal, state and local law. Poverello House celebrates diversity and is committed to creating an inclusive, and welcoming workplace environment.