



**Job title: Marketing Communications Specialist**

**Location:** Dillsburg, PA Office (Hybrid)

**Position type:** Non-exempt

**Desired hours:** 20-25 hours

**Reports to:** Executive Director

**Job Description**

The Marketing Communications Specialist supports the mission of Forgotten Voices by creating and distributing marketing materials and communications programs that effectively describe and promote the organization and programs information to inspire meaningful engagement internally and externally. He/She will; help enhance our messaging and communication strategies offline/online to attract new supporters, manage internal and external communication platforms, works with outside vendors/agencies for design and execution of advertising campaigns, mail campaigns, promotional videos for events and seminars or conferences.

**Job Responsibilities:**

- Develop and implement a marketing and communication strategy that includes media outreach and social media content creation.
- Research/write/edit/collaborate with fellow staff to develop and design content for mailings, newsletters, email communications, special reports, office collateral, event invitations and materials, presentations, social media, website and more.
- Conduct interviews and/or follow-up with appropriate staff, as needed, to obtain information and data, verify facts and/or seek context for narratives.
- Develop and maintain relationships with outside vendors to ensure high-quality products that accurately represent organizational values and mission.
- Monitor social media platforms/marketing trends and develop new ideas to enhance donor engagement and communication strategy.
- Provide support for administrative functions related to communications/engagement.
  - a. Organize and maintain design files (logos) and photographic images for use across a wide variety of platforms and purposes.
  - b. Maintain an awareness of current design trends and tools and consider how Forgotten Voices can incorporate best practices in its communications.
  - c. Maintain Forgotten Voices' branding standards and guidelines; communicate design standards with external vendors, printers, etc. as needed.
  - d. Respond to communications via [info@forgottenvoices.org](mailto:info@forgottenvoices.org), Facebook or other social media platforms.
  - e. Participate in special events planning and logistics.
  - f. Provide guidance for communications/events interns, as requested.
  - g. Oversee budget analysis for marketing/communications expenditures.
  - h. Be accountable for timely and thorough completion of assigned projects within the communications strategy.

**Skills/Abilities/Knowledge:**

- Bachelor's Degree in Mass Communication, Journalism, Public Relations, Marketing, or a related field (essential).
- A minimum of 2 years of experience as a Marketing Communications Specialist with a good track record or similar field required.
- Demonstrated Christian commitment and a servant's heart.
- Excellent written and verbal communication skills.
- Must have solid computer skills and graphic design with proficiency with Word, Excel, Power-point, WordPress, Adobe and hands on experience website design and maintenance.
- Experience working on social media marketing and awareness of different social media platforms and the content that should go on each of them.
- Strategic and creative mindset.
- Strong cross-cultural listening, understanding and communication skills.
- Collaborative team player, highly organized and a self-starter.
- Experience working in Southern Africa or with similar organizations preferred.
- A portfolio of work available for review.

To apply: Email your résumé, portfolio sample and cover letter to [shelton@forgottenvoices.org](mailto:shelton@forgottenvoices.org).