**Marketing & Events Specialist**

Reporting to the Financial Director, the Marketing and Events Specialist will be responsible for the development and execution of marketing programs, as well as project management of fundraising events for Partners for Our Communities (POC).

**Skills/Qualifications**

* Bachelor’s degree in marketing or related field
* Demonstrated skills, knowledge and experience in the successful development and execution of marketing campaigns and communications
* Experience collaborating in a multi-disciplinary, diverse, and dynamic team
* A proven track record as event coordinator, preferably in a non-profit setting
* Ability to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality
* Strong writing, editing, proofreading and layout/design skills
* Strong oral communication skills
* Experience developing and implementing successful social marketing strategies
* Knowledge of WordPress, Adobe Creative Cloud Suites, and Constant Contact
* Demonstrated ability to communicate effectively to diverse audiences
* Strong passion for the mission and programs of POC

**Essential Job Duties**

* Plan, develop, and implement POC’s marketing strategies and communications related to programs, special events, and donor cultivation, including social media, print and digital content, and email marketing
* Work closely with POC staff to design and implement communications strategies
* Assist staff with fundraising appeals and events
* Create graphic design and copy content for organization’s communications and marketing, including website, social media, email outreach, and fundraising events
* Ensures consistent look, style, and feel for communications
* Create and maintain marketing and promotional materials, both print and electronic
* Design and launch email marketing fundraising campaigns
* Maintain website design and operation
* Coordinate event logistics from the planning and preparation phase through to completion
* Attend Board of Directors Marketing Committee meetings
* Take photographs at events that can be used for future marketing materials