Marketing & Communication Specialist

Reports To: Development & Marketing Manager
Status: 32 hours/week
Scheduled Time: 8:30-4:30 M-F, Requires some evenings and weekends

ABOUT THE AGENCY Reach Counseling provides mental health care committed to the understanding of and response to emotional, sexual and physical abuse. Since 1976, Reach has worked to heal lives of abuse victims and hold perpetrators accountable through innovative programs in education and outreach, victim advocacy, outpatient therapy, counseling and sex offender treatment. Reach Counseling acknowledges that as an anti-violence agency, it is a part of our mission to reject all forms of violence and oppression.

POSITION SUMMARY The Marketing & Communication Specialist (with support from the Development and Marketing Manager) will be responsible for promoting the agency’s mission and services and build community awareness through outreach, marketing, and communication initiatives. This position will lead and coordinate all aspects of the agency’s fundraising and marketing efforts. This includes researching and cultivating potential donors and other funding opportunities, securing and managing donor relationships and gifts, managing fundraising events sponsored by the organization, and implementing a marketing plan to raise donor and community awareness.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

MARKETING & COMMUNICATIONS
- Develop a comprehensive communication plan to promote the organization
- Maximize public awareness of the mission and fundraising activities of the organization
- Coordinate the design, printing and distribution of marketing and communication materials for fund development, marketing efforts and mission services
- Develop and maintain messaging and communication from the organization through social media, PR and publishing (Newsletter, Constant Contact, Facebook, Instagram, LinkedIn, etc.)
- Manage, maintain and update the agency’s website
- Build relationships with community stakeholders to advance awareness of our mission and services
- Assist the Development & Marketing Manager with event planning as appropriate
- Plan interviews and press conferences
- Track ROI for marketing campaigns
- Network with industry experts and potential clients to drive brand awareness

CULTURE
- Actively demonstrates, promotes and supports Reach’s cultural values
- Demonstrates commitment to Reach’s diversity, equity and inclusion initiatives (participates in trainings, actively strives to be anti-racist and respectful of cultural differences with clients, colleagues and the community)
• Works cooperatively with other team members to understand and meet the needs and development of programs and services

**QUALIFICATIONS** 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 functions. If you do not meet all of the qualifications but feel you are a great fit, we strongly encourage you to apply.

• Four-year degree in related field preferred
• The ability to work independently, conduct research, and take initiative; particularly in areas related to marketing, communications, and outreach
• Proven effectiveness at building, implementing, and maintaining communication strategies
• Excellent communication skills, both written and oral, and competence with public speaking to groups of all sizes and types
• Excellent organizational skills; ability to work in a multi-task and deadline oriented environment
• The ability to handle confidential and/or sensitive information with good judgment and complete discretion
• Excellent computer skills in Microsoft Office® suite programs
• Proficiency with web content management tool: WordPress
• Excellent communication skills necessary
• Must be able to write clearly, using good grammar
• Ability to maintain detailed records
• Must be organized and able to handle evolving or crisis situations with reason
• Must be able to work in an environment in which there are numerous distractions
• Valid driver's license, car and adequate insurance required

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

• Independently enter and move within buildings
• Walk staircases many times per day
• Drive an automobile

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

• While performing the duties of this position, the employee is frequently required to sit, work on a computer and/or converse for prolonged periods of time
• The employee is occasionally required to walk, and to frequently operate office equipment
• The employee must occasionally lift and/or move up to 40 pounds
• Occasional travel is required
• Some nights and weekends are required

**BENEFITS** Reach Counseling offers a competitive benefits package for all full-time employees, including:

• Medical & Dental insurance, with optional eye care
• Life insurance
• Disability insurance
• 401(K) with matching option
Generous paid time off package (vacation, sick days, personal time, and paid holidays), with guaranteed growth over time
- Paid time off for all business days between Christmas and New Year’s Day
- Self-care initiatives such as receiving a free, paid day off for your birthday and Summer Fridays (½ Day on all Fridays between Memorial and Labor Day)

All interested candidates are invited to send resumes and cover letters to Noelle Fenwick, Development & Marketing Manager, at noelle@reachcounseling.com.