



Job Description

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| Job Title | <i>Marketing & Communications Specialist</i> |
| Department | <i>General Funds</i> |
| Reports to | <i>Director of Brand and Strategy</i> |
| Location | <i>Washington, DC</i> |
| Position Type | <i>Regular, Full-time</i> |
| Exemption Status | <i>Exempt</i> |
| EEO Classification | <i>0735</i> |
| Date | <i>September 2024</i> |

General Summary

The Marketing & Communication Specialist will assist in designing and refining marketing strategies to engage prospective audiences. The incumbent will participate in creating marketing proposals and comprehensive reports. In addition to organizing and executing marketing events to elevate the brand across the targeted audience. The Marketing Specialist will be responsible for overseeing the production and dissemination of marketing collateral, across multiple marketing channels. The incumbent will be recognized as the subject matter expert (SME) as it relates to social media.

Essential Duties and Responsibilities

According to the ADA 1990, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Content Creation and Management:

- Develop and publish engaging content for websites, blogs, newsletters, press releases, and social media platforms.
- Collaborate with teams to create program brochures, flyers, and other promotional materials.
- Edit and proofread communications to ensure accuracy, brand alignment, and consistency.

Social Media & Digital Marketing:

- Manage and grow the organization's social media presence, including content scheduling, audience engagement, and performance tracking.
- Create and execute digital marketing campaigns, including Google Ads, email marketing, and SEO strategies.
- Monitor social media trends and use insights to enhance campaign effectiveness.

Branding & Public Relations:

- Develop and maintain brand guidelines to ensure consistent use across all channels.
- Build and maintain relationships with media outlets and influencers to enhance brand visibility.
- Write and distribute press releases, success stories, and impact reports to promote the organization's mission.

Internal Communications:

- Design and distribute internal newsletters, announcements, and updates to keep staff informed.
- Develop communication tools and strategies to enhance team collaboration and engagement

Analytics and Reporting:

- Track and analyze the performance of marketing campaigns using tools like Google Analytics and social media insights.
- Prepare and present performance reports with recommendations for improvement bi-weekly
- Monitor competitor marketing activities to identify opportunities and trends.



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Stakeholder Engagement:

- Work closely with program managers, partners, and stakeholders to align marketing efforts with organizational goals.
- Represent the organization at external events, conferences, and community activities to build relationships.

Qualifications

- Bachelor's degree in marketing or a related field is preferred.
- Minimum 2-3 years of marketing experience is required.
- Solid foundation in marketing; agency background welcomed.
- Exceptional communication abilities and a talent for fostering relationships; leadership and team-building skills are a must.
- Proficiency in Adobe Creative Suite Canva, Mailchimp, or similar platforms.,.
- Experience with Asana, social media management tools (e.g., Hootsuite, Buffer) and analytics tools (e.g., Google Analytics).
- Strong proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and other relevant software.
- Superior organizational skills with the ability to multitask and manage time efficiently.
- Strong attention to detail.
- Must be a U.S. citizen.
- Must successfully complete a criminal background investigation.
- Must be detail-oriented and possess organization and critical thinking skills.

Working Conditions

The employee will be working in a normal office setting to include a possible hybrid schedule.

Physical Requirements

While performing the duties of this job, the employee will frequently sit, stand, walk, and reach. May need to lift files or packages periodically.

Other Duties

This job description is intended to describe the general nature and work performed by employees but is not a complete list of activities, duties, or responsibilities required of personnel. Furthermore, other duties, responsibilities, and activities may change or be assigned at the discretion of the employer.

Direct Reports

None

Signature

The employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position.



**Greater Washington
Urban League**

*Empowering Communities.
Changing Lives.*

Job Description

Employee Name: _____

Employee Signature: _____

Date: _____

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| Approved By: | |
| Date Approved: | |
| Reviewed: | |