



Position Title: Marketing and Communication Associate

Reports to: Director of Development

4/13/2021

Overview:

The Marketing and Communications Associate will help Bridges stand out as experts in ending homelessness and in the substantive inclusion of people with lived experience in the evolution of our systems. With a branding refresh and a new communication strategy, Bridges needs a creative execution partner to manage social media, press releases, monthly newsletters, website updates and potential redesign, and other methods that solidify and systematize our media presence. The Associate will track and utilize analytics to improve and inform the best methods for meeting and exceeding strategic goals of donor cultivation and retention.

Main Duties & Responsibilities include:

- Implement marketing and communication plans that include print, online, and broadcast content
- Generate 2+ press releases/ month highlighting programming, grants, notable partnerships, etc.
- Plan, grow, and manage our social media platforms
- Prepare accurate reports on our marketing campaign's overall performance with solutions for improvement
- Evaluate important metrics that affect our website traffic, target audience
- Plan, engage use of live feed when appropriate; plan and execute videos for enhanced visual storytelling
- Identify, produce, and utilize more collateral material for segmented audiences
- Work with Development Director to promote special events and other projects as needed
- Collaborate on building a Bridges Style Guide for all employees for external communication
- Identify, promote, and evaluate opportunities for multiple language communications
- Document volunteer, staff, and client experiences with photos

Experience:

Bachelor's degree in Marketing or relevant field

A minimum of three (3) years experience in digital marketing or advertising position

Requirements:

- In depth knowledge of various social media platforms, best practices, and website analytics
- Working knowledge of html, website content design and management
- Proficient at Microsoft Series (Word, Excel, PowerPoint) and Google suite
- Working knowledge of Adobe Photoshop and other photography software
- Working knowledge of ad serving tools
- Highly creative with excellent analytical abilities
- Outstanding communication and interpersonal skills
- Strong time management and organizational abilities
- Sensitivity to economic and sociological barriers
- Ability to communicate in Spanish desired

Schedule:

Full-time: Monday-Friday; events as needed

Submit Resume and Cover Letter to careers@bridgesoutreach.org