



FOUNDATION FOR METROWEST

Marketing and Communications Specialist

Foundation for MetroWest

3 Eliot Street

Natick, MA 01760

www.foundationmw.org

The Foundation for MetroWest is a community foundation founded in 1995 with a mission to connect philanthropic opportunity with demonstrated need in the MetroWest region. We are building a permanent source of philanthropy for the region. We help donors maximize the impact of their local giving, serve as a resource for local nonprofit organizations, and work to enhance the quality of life for all of our residents. The Foundation is seeking a skilled professional to join its team.

POSITION DESCRIPTION:

Title: Marketing and Communications Specialist

Education: Bachelor's Degree preferably in marketing, communications, public relations, journalism, or a related field

Location: Natick, MA

Job Status: Full-time

Reports to: Director of Development

POSITION OVERVIEW:

The Marketing and Communications Specialist oversees the communications, marketing, and public relations efforts for the Foundation. This role provides a full spectrum of strategic and tactical opportunities in partnership with senior staff members, including the coordination and execution of all marketing, social media, media relations, public relations, and other promotional activities of the Foundation. This position will work in close collaboration with the development team of the Foundation to build awareness of the Foundation's work with prospective donors and communicate effectively with current donors of the Foundation. This position will also work closely with the programs team to build awareness and engagement around programs offered by the Foundation.

KEY RESPONSIBILITIES:

Marketing, Communications and Public Relations:

- Oversees and is responsible for creation and implementation of annual marketing strategy and communication plan
- Oversees all content creation and messaging, as well as engagement growth for the Foundation's online presence:
 - Foundation websites
 - Social Media- Twitter, Facebook, Instagram, LinkedIn, YouTube, Vimeo
- Production and oversight of all printed and digital marketing materials (ex. One-pagers, town fund materials, annual report, social media graphics), including graphic design needs
- Oversees and develops the communications materials for promoting events and event content, including photography and videos
- Edits and approves press releases and other collateral (graphics, announcements, etc.) for all non-profit partners, when the Foundation is mentioned
- Builds and maintains strong relationships with important media outlets, including serving as the media's main point of contact for all events and press opportunities
- Ensures consistency of messaging across all marketing and communications collateral to maintain and build the Foundation's brand



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- Develops and edits all communications content for Foundation and Affiliate Funds of the Foundation, including, but not limited to:
 - e-blasts/email marketing, including weekly newsletter
 - press releases, op-eds, and blogs
 - donor correspondence
- Acts as the primary point of contact and project manager for engagements with outside vendors (ex. Professional graphic designers, videographers, website design and maintenance, etc.)
- Works in partnership with the development and program teams

Organizational Relationships

- Reports to the Director of Development, and works closely with all other staff members
- Works with non-profit partners to spread awareness of their missions, goals, and current events
- Works with outside vendors- graphic designers, video producers, printers, photographers, videographers, etc. as necessary

Qualifications

- Two to four years of demonstrated experience in marketing/communications/public relations; PR or Digital Marketing Firm experience strongly preferred
- Ability to prioritize, juggle multiple projects, set and meet deadlines
- Outstanding writing and editing skills
- Attention to detail
- Graphic design skills, InDesign and Canva strongly preferred
- Experience with WordPress strongly preferred
- Knowledge of the media industry and ability to stay on top of market changes and relevant media opportunities
- Creative and innovative thinker
- Excellent time and project management skills
- Strong work ethic
- Ability to work with various vendors and outside constituents
- Self-motivated, detail oriented, focused, ambitious
- Professional demeanor, team player, positive attitude
- Use resources effectively
- High degree of proficiency with MS office
- Familiarity with Constant Contact a plus

Ideal candidate will live in or have strong ties to the MetroWest community. If you are right for this job, we would like to hear from you.

Please submit the following to jobs@foundationformetrowest.org

- **_Cover Letter with salary requirements**
- **_Resume**
- **_Writing Sample**
- **_Graphic Design Sample**

Only candidates who submit this information will be considered

Applications will be accepted until Friday, June 18, 2021

Foundation for MetroWest offers a competitive salary and benefits, commensurate with experience and skills. Foundation for MetroWest is an equal opportunity employer.