POSITION: Marketing and Communications Specialist

SUPERVISOR: Deputy Director

FLSA STATUS: Exempt

STARTING SALARY: $50,000/a year plus competitive benefits package

POSITION DESCRIPTION:

The Women's Foundation for a Greater Memphis (WFGM) seeks a dynamic, self-starter to assist the WFGM team in creating and implementing communications strategies, developing marketing plans, and identifying opportunities for the organization to reach its annual fund raising goals. The person that fills this position will also be involved in event planning, community marketing and outreach, and protecting and upholding the image, values, and messages consistent with the Women's Foundation mission and values.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Work closely with the Management team, Development Team, and WFGM Marketing and Communications Board Committee members to develop and implement communication strategies for the organization and to meet the Annual Fund Campaign goals. Other duties and responsibilities include:

- Coordinate all internal and external communications i.e. website, newsletter, social media, working with Women's Foundation for a Greater Memphis (WFGM) Marketing Committee to ensure that all messages are consistent.
- Create external materials including press releases and publicly available digital content to increase awareness of WFGM.
- Manage the website, including event announcement and updates, homepage strategy, and embedded forms
- Demonstrated ability to write effective and timely news releases for all local news media.
- Develop and maintain relationships across media channels; serve as WFGM's liaison to media contacts.
- Raise the profile of media relations within the organization to increase general awareness and participation levels.
- Apply knowledge of media tactics, including interview techniques and preparation.
- Demonstrate knowledge of current and emerging technologies as applied to social media, and public and media relations.
- Apply knowledge of current principles and practices of public relations, internal communications, and journalism.
Qualifications

- Bachelor's Degree or Equivalent OR two-three years of experience in marketing, communications, public relations, or journalism.
- Demonstrated ability to develop strategies, build consensus for ideas, and execute plans.
- Firm grasp of available tools and platforms in the social media space including but not limited to: Facebook, Twitter, Instagram, and LinkedIn.
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- Proficiency in Adobe In Design and Photoshop highly desired, but not required.
- Knowledge of HTML and graphic design a plus.
- Ability to communicate in a professional manner with donors, press and community contacts.
- Self-motivated, good organizational skills, ability to prioritize, multi-task and meet tight deadlines.
- Enthusiasm for the mission of WFGM.
- Must be able to set and be flexible with deadlines.

TO APPLY:

Qualified applicants should send an email to administration@wfgm.org by January 21, 2022 with their resume and cover letter attached. Only candidates selected for an interview will be contacted. No phone calls, please.