

Job description

Marketing and Communications Specialist

Reports to: Director of Engagement

Full Time: 32-40 hours per week

Compensation: \$55k-60k

Qualified applicants may send their resume along with a cover letter to wrmemployment@westminsterrescuemission.org

Candidates may be asked to provide a writing sample as part of the interview process.

Benefits:

- **Health Insurance-** Choice of 3 plans with a **55% Employer contribution** toward premium.
- Vision and Dental Insurance
- Holidays: 9 per year - **eligible immediately**
- PTO: 15 days per year for all full-time employees (**30 hours or more**) with a carryover allowance of up to 5 days per year.
- Paid Sick & Safe Leave: 8 days per year for all full-time employees **eligible immediately** with a carryover allowance of up to 8 days per year.
- Retirement Contribution: 2% employer contribution regardless of employee investment (**eligible within 30 days**) Merrill Lynch Simple IRA - **eligible immediately**.

Organization Overview:

Established in 1968, the Westminster Rescue Mission is a community that provides clinical, physical, and spiritual resources to heal the addicted and feed the hungry. The Mission serves Carroll County and surrounding communities through its programs. Check us out: www.westminsterrescuemission.org

Summary:

As an integral part of the WRM team, the Marketing and Communications (MarCom) Specialist contributes to the overall success of the goals and objectives of the Mission. The Specialist's primary responsibilities include developing and implementing a comprehensive marketing and communication plan for the organization, telling its story effectively. The comprehensive plan includes increasing external visibility, managing the brand and content of the organization's advertising, digital tools, and promotional materials. The MarCom Specialist works closely with staff from all programmatic areas (Addiction Healing Center and Mission Food Program) to improve outcomes, as well as maximizing the organization's fundraising efforts with the Mission's Development officers.

COMMUNICATIONS STRATEGY, PLANNING, & IMPLEMENTATION

- Create, implement, and regularly assess MarCom plan to measurably increase

- community awareness, engagement, and financial support
- Coordinate with and support Development officers for campaigns, events, and outreach messages to multiple donor audiences
- Support multiple program areas (recovery programs, food program) to effectively message to a variety of audiences (churches, businesses, individual donors, community members, prospective clients, and program alumni/families)
- Collect data to gauge effectiveness of MarCom efforts. Produce regular reports to summarize findings

BRAND & EXTERNAL RELATIONS

- Oversee multi-phase rebranding project for the Westminster Rescue Mission, the Addiction Healing Center, and the Mission Food Program, serving as primary liaison to external consultants
- Manage new online advertising campaigns for the Addiction Healing Center, coordinating LegistScript certification, MarCom budgets, and Google Ad Grants
- Oversee brand library and key messaging for all media, including electronic and print sources, audio, visual, and social media
- Ensure timely responses to social media messages, email, and phone inquiries
- Manage public relations messaging through the development of media relationships, producing appropriate press releases and other content to promote/protect the brand
- Improve/create effective print and digital marketing and fundraising materials
- Manage the organization's website, including developing and posting content, maintaining a useful navigational system, and ensuring information is updated.
- Responsible for designing all printed materials including:
 - Monthly direct mail letters
 - Quarterly newsletters
 - Annual Report
 - Brochures, rack cards, fundraising sponsorship packets, and press kits
 - Posters, signage, and banners
 - Promotional materials (pens, stickers, etc.)
 - Stationery, invitations, and business cards

INTERNAL COMMUNICATIONS AND SUPPORT

- Develop/maintain a shared content library for photos, images, and infographics
- Work closely with managers and staff from all parts of the organization to regularly capture stories, videos, and photos for internal & external use
- Develop talking points and/or training materials for Mission staff working at external events, to ensure they are engaged and effectively communicating the Mission's brand and work
- Oversee campus signage program and ensure accurate and timely information is

- provided via digital and static signs
- Provide support for Mission All Staff meetings

EVENT PRODUCTION & MANAGEMENT, COMMUNITY ENGAGEMENT:

- Serve as creative and logistical lead on key events (manage design, planning, logistics)
- Work with Development office to design donor journeys and sponsorship opportunities
- Liaise with planning committees, providing support as needed
- Ensure Mission presence at community events, coordinating Mission involvement in local, state and regional opportunities for connection and promotion
- Provide support for and engage in volunteer and internship programs

GENERAL MISSION SUPPORT

- Participates in and supports efforts in annual and strategic planning, and day-to-day management of the organization
- As a part of the larger Mission team, supports other program and administrative staff as needed.
- Staffing for some evening and weekend events is required
- Other duties as assigned

QUALIFICATIONS NEEDED:

- Bachelor's degree in marketing, communications, public relations, or related field
Relevant experience may be considered in lieu of a degree
- Strong interpersonal and communication skills, with the ability to engage effectively with diverse audiences
- Proven experience in graphic design, social media, public relations, and content creation for electronic and print formats
- Excellent organizational and project management skills, with the ability to prioritize tasks and meet deadlines
- Ability to work independently, take initiative, and exercise sound judgment
- Agile and adaptable, thrives working in a fast-paced environment
- Passion for the organization's mission and commitment to building meaningful relationships with a wide variety of internal and external stakeholders
- Flexibility to work occasional evenings or weekends for meetings and events
- Familiarity with WordPress, Canva, Planoly, Mail Chimp, Classy, and Microsoft Office preferred

PHYSICAL REQUIREMENTS & ENVIRONMENT: Standing, sitting, bending, lifting and carrying up to 40 pounds. Primarily indoors/office environment with some outdoor events.

NON-DISCRIMINATION STATEMENT: Westminster Rescue Mission (WRM) will not discriminate against any employee or applicant for employment because of age, disability, race,

color, religion, sex, or national origin. WRM will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, or national origin.