



Child Protection Center, Inc.

TITLE: Communications and Marketing Associate
DEPARTMENT: Administration
SUPERVISOR: VP of Philanthropy
STATUS: Full Time; Non-Exempt
SUMMARY: The Communications and Marketing Associate is responsible for promoting the Child Protection Center (CPC) through an integrated communications strategy that creates an environment for successful fundraising and an increased awareness of CPC's mission and services. The Communications and Marketing Associate will create and coordinate the agency communication plan and develop marketing materials to support fundraising efforts and foster positive relationships in the community. This includes media outreach and management of CPC's website, social media, and external consultants as necessary for production of specialized marketing projects. The ideal candidate will be detail-oriented, organized, and motivated. Knowledge of social media technology and excellent writing skills are key.

Duties and Responsibilities include the following and other duties may be assigned.

- Perform all activities to support the mission, vision and values of the Child Protection Center, Inc.
- Collaborate with the CPC Leadership team to meet the goals outlined in the Strategic Plan and to promote a professional and positive work atmosphere at the Child Protection Center.
- Write compelling press releases and distribute to appropriate media contacts to garner coverage.
- Take a lead role in enhancing CPC's online presence via social networks and website updating.
- Gather information from staff and volunteers to generate content for promotional outlets (print newsletter, e-newsletters, Annual Report, website, social media.)
- Compose monthly e-newsletters, manage email list and update as new addresses are acquired.
- Oversee production of marketing materials, including print, video, and radio pieces.
- Review media regularly for mentions of the Child Protection Center, file, and create monthly media report of activity.
- Capture photographs and video, with appropriate privacy releases, to use in promotional materials.
- Develop marketing materials to support donor, staff and volunteer recruitment efforts including managing the creation/revision of agency brochures and other marketing materials.
- Update promotional material as necessary (flyers, brochures, new campaign materials, proposals for donors), and coordinate printing and assembly of informational packets for tours or volunteers.

- In cooperation with the VP of Philanthropy and the entire Development team, develop and maintain the Communications and Marketing budget.
- Create policies and procedures for use of photos, social media, and publicly marketed materials, agency-wide including creating and keeping Marketing Project calendars up to date for philanthropy dept.
- Provide statistics of online exposure, including website visitors, online donations, Facebook activity. Continually investigate new technology to enhance community awareness and fundraising for CPC.
- Collaborate with the VP of Philanthropy to support grant writing and reporting process efforts.
- Work with the Development staff to periodically support database efforts including donor information updates & gift processing/acknowledgement.
- Assist with all special events and promotional activities. Coordinate and implement. website/email/social media/print promotional strategy for appeals and fundraising events.

MINIMUM REQUIREMENTS/SKILLS:

Oral Communication Skills	Diplomacy	Time Management	Filing
Written Communication Skills	Professionalism	Computer Literacy	Keyboard Skills
Telephone Etiquette	Proofreading Skills	Math Aptitude	Organization
Physical Demands (Lift/Move 50 pounds)		Ability to travel	
Level II Background Screening		Professional Conduct and Appearance	

This position includes travel as well as attendance at evening and/or weekend activities.

EDUCATION AND TRAINING: Bachelor’s degree; Marketing/Communications or similar field, Training in electronic marketing (websites, social media, data analysis, etc.) Proficient in Microsoft Office Suite, Word/Excel. Knowledge and experience in accessing and utilizing donor database – preferably Blackbaud’s Raiser Edge.

EXPERIENCE: Prior experience in relevant non-profit, fundraising activities and knowledge of Child Abuse issues.

_____ I acknowledge that I have read and can fulfill all of the duties, responsibilities and minimum requirements/skills of the Development Director.

Signature: _____

Date: _____