

MARKETING SPECIALIST JOB DESCRIPTION

The Franklin County Community Development Corporation has a mission to stimulate a more vital, rural economy, to maximize community control over our future economic destiny, and to expand opportunities for low and moderate-income residents throughout Western Massachusetts. In our 40th anniversary year, we are seeking a Marketing Specialist to help tell our story to a wider audience and assist with fundraising.

GENERAL DESCRIPTION:

We are seeking an enthusiastic and experienced marketing specialist who can tell the FCCDC's story, profile our successes and the successes of our clients. The Marketing Specialist will work with other staff to inform people in Western MA about our mission and services. As our staff focuses on assisting entrepreneurs and small businesses with limited resources, the Marketing Specialist will create materials and maintain our digital presence to tell our story and recruit more clients and donors to support our efforts.

The Marketing Specialist will work with staff and Board to create an organization-wide marketing and fundraising strategy. They will create digital, photographic, video and print communications to support our programs, fundraising, collaborations and community outreach. As the FCCDC expands our services in Hampshire and Hampden Counties and deepens our work with food businesses, there will be an emphasis on outreach and awareness in those regions and relevant industries.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- With staff and Board, help develop and implement an annual marketing and fundraising plan to increase awareness about programs and services, to recruit clients, and to secure donations from private individuals, businesses and foundations;
- Develop a plan to deliver a consistent branding strategy to the entire community, clients, donors and collaborators about the value of the FCCDC services;
- Work with the staff and Board to plan and implement our 40th anniversary activities;
- Help improve efforts to expand our outreach, particularly a more racially and socially diverse population;
- Actively manage all marketing and communication needs including digital channels, social media, website maintenance, printed collateral (brochures, flyers), press releases, newsletters, mass email communications, and any other related materials. Work with staff to analyze the effectiveness of marketing efforts;
- Manage outreach and fundraising events. Conduct follow-up activities and analysis for each event. Assist with maintaining fundraising database;
- Be a visible presence throughout the region, representing the FCCDC at community and collaborator events in a professional manner;
- Help create and implement a stewardship plan, including periodic donor activities.

QUALIFICATIONS AND REQUIREMENTS

The ideal candidate will possess the following qualifications:

- At least 3 years experience and/or education and demonstrated success with marketing, both online and in print;
- Ability to work with people of all backgrounds including, race, ethnicity, education level, socioeconomic status, etc.;
- Ability to work independently and collaboratively;
- Excellent organizational and time management skills with exceptional attention to detail;
- Ability to exercise confidentiality, creativity, resourcefulness and out-of-the-box thinking;
- Enthusiastic, positive attitude, and exceptional oral and written communication and interpersonal skills;
- Previous experience with developing and implementing cost-efficient, creative and effective outreach strategies to increase participation;
- High skill level in Microsoft Office Suite, WordPress and Adobe Creative Suite;
- Familiarity with Western MA, in particular Hampden County, in order to help support our outreach in this area;
- Knowledge of and passion for the FCCDC mission and programs;
- Spanish proficiency preferred;
- Flexible schedule, location, some travel required (night, weekend and out of the office work occasionally).

Type of Position: Full time position, (for at least 1 year, continuation depends on future funding).

Benefits: Competitive Salary and Benefits, including Health Insurance.

FCCDC is an Equal Opportunity Employer committed to a diverse workforce.

PLEASE EMAIL COVER LETTER AND RESUME by February 28, 2019 TO: resumes@fccdc.org