

Job Title: Marketing and Communications Specialist**Department: Development/Fundraising****Reports to: Development Director**

Summary: This position is responsible for supporting all aspects of marketing, communications, graphic design, social media management, and all written content creation for Colorado UpLift. The salary for the position is in the \$35,000 to \$50,000 range and may also support the UpLifter (volunteer) Program:

Essential Duties and Responsibilities:**Communications & Marketing**

- Designs marketing/branding materials including flyers, postcards, cards, packets, etc.
- Manages all social media accounts (Instagram, Facebook, LinkedIn, Twitter, YouTube) and designs/produces social media content
- Works with Development department to create communications and marketing strategies/plans
- Composes, designs, and manages outgoing emails to donor database through MailChimp or mail merge (appeal emails, event announcements, holiday thank you's, etc.)
- Creates quarterly newsletters
- Writes monthly acknowledgment letters and special case letters (events, scholarship funds, etc.) for donations
- Works as production assistant for UpLift podcast (schedules interviews, plans and scripts episodes, edits audio, manages episode release and promotion)
- Writes and designs annual reports
- Updates website design and manages website health, including domain and certificate renewal
- Creates simple videos for marketing purposes and works with videographer when necessary to meet longer/more complex video needs
- Assists with in-person event planning and execution (designs/sends out invitations, promotes event, designs and prints event materials, helps with day-of logistics, etc.)
- Assists with virtual event planning and execution (sets up event websites, sends out invitation and registration links, promotes event online, etc.)
- Composes and sends out press releases/media alerts for events and other notable stories
- Gathers student stories and photos from program staff to use in communications

UpLifter (volunteer) Engagement Support

- Works with department heads to develop a comprehensive annual volunteer needs assessment for UpLift
- Serves as main point of contact for quarterly engagement opportunities for the UpLifter program
- Works with event lead to ensure volunteers are trained and equipped
- Manages all incoming requests from potential volunteers, interns, and corporate groups
- Tracks volunteers and scheduling through Salesforce
- Works to develop a system of volunteer benefits and recognition program

Other Duties and Responsibilities

- Assists with mass mailings (mail merge, printing, writing letters, folding, postage, sending)
- Acts as liaison with printer for projects including reports, flyers, event materials, shirts, etc.
- Monitors and records website and email analytics through Google Analytics and MailChimp
- Sends out Guild emails and email reports; attends Guild events as needed, assists Guild with design
- Assists staff with design, website help, video, technology, and other misc. projects.
- Proofreads/edits all communications as needed and manages internship/volunteer postings
- Attends in-person events to take photos as needed and organizes/manages photo storage
- Assists with phone coverage and any other office/administrative tasks as needed

Skills Required: 3-5 Years of extensive knowledge or experience in marketing, graphic arts, advertising, and communication. Strong familiarity with marketing campaigns (email, ads, social media, internet, etc.) Preferred experience with design software platforms (Canva, InDesign, or others). Additionally, must be well versed in MS

office suite and have strong organizational, interpersonal, communication, coordination and administrative skills. Experience in coordination or administrative support of volunteer events or non-profits is also a plus!

TO APPLY: Please email your resume and provide an examples of your work in graphic design, marketing, and communications ASAP to: jjackson@coloradoulift.org