



Position	Communications Specialist, hiring range \$35,000 – 40,000 DOQ
Minimum Qualifications	Minimum of a Bachelor’s Degree in Communications, Marketing, Public Relations or related degree that includes communications and marketing skill sets ~ commitment to EVOLVE’s mission and values.
Reports to	Development & Communications Director
Position Purpose	To implement EVOLVE’s marketing and communication strategies to reach new client audiences, increase event attendance and promote our programs and services.
Schedule	Flexible schedule mostly within the hours of 8:00 AM - 4:30 PM Monday – Friday, out of our EVOLVE East Office in Stillwater. Occasional nights and weekends for special events, development meetings and conference / trade show booth management are required.

Position Responsibilities

1. Social Media Management

- Manage all social media content on Facebook, Twitter, Instagram, LinkedIn, Pinterest, U-Tube and any new platforms you feel are necessary to further engage our audience and promote our services
- Research, acquire, and schedule a variety of relevant content to post on these platforms using tools such as Google Alerts and Buffer with a schedule of engagement 5 – 6 times weekly

2. Website Development and Management

- Manage all website content
- Development of future website to optimize search engine optimization
- Update all family training dates, program details and page content as needed
- Develop new pages for upcoming events
- Create, edit and manage all online fillable forms using our Jot-form account

3. Online Marketing

- Create and send weekly to bi-monthly e-Newsletters
- Develop strategies for online blogs and short videos
- Continually monitor and benchmark the effectiveness of our online work using analytical tools like Google Analytics, Facebook Insights, Twitter Analytics etc.
- Post upcoming events on local online community event posting boards

4. Program and Event Marketing

- Research, set up, and run booth / table marketing events at key conferences, community events, and outreach presentations
- Assist with coordinating our bi-annual fundraising events by working with development committees, promoting the events, and helping run the events day-of (invitations, sponsors, programs)
- Attend local chamber of commerce events, Rotaries, referral groups, and other networking opportunities to source perspective donors and clients
- Manage annual appeal, go-to-market strategy
- Manage content of program information materials online and in print

5. Electronic and Print Advertising

- Manage the creative process for development of all marketing content, including newsletters, press releases, event promotional materials, program brochures etc.
- Research new, cost effective vendors for our printing and promotional needs
- Manage and update mailing and emailing lists

6. Development

- Team cooperatively with Development and Communications team members
- Edit and add to content to grant proposals

Professional Skills

- Passion for adoption, foster care, family welfare, volunteering or nonprofits
- Skilled at using Adobe's Creative Cloud (Adobe CC)
- Graphic design and social media experience required; video experience preferred
- Ability to work with a WordPress CSM
- Experience using marketing tools such as MailChimp, Google Analytics, Buffer etc.
- Strong written and verbal communication skills