



Position Summary:

The Marketing and Development Specialist will serve as a full time salaried employee reporting to the Marketing and Development Director, while also working with the President/CEO and management team to create the organization's marketing content and branding of external facing collateral. The Marketing and Development Specialist must have strong creative and professional writing skills and will work with the Marketing and Development Director to brainstorm and create social initiatives and marketing strategies to grow the organization's brand and increase donor engagement and donations. This position will partner with management to help coordinate or take lead on all agency fundraising and development activities. In addition, The Marketing and Development Specialist will work as an integral member of the Choice in Aging and management team to ensure we meet our goal of providing the highest quality of services which enable frail elders and adults with disabilities to meet CiA's mission of promoting dignity and independence for those in need.

Essential Functions:

Social Media/Digital Communications

1. Manage and create day-to-day social presence and content distribution on all social media channels for Choice in Aging & Choice in Learning Montessori (Facebook, Twitter, LinkedIn, YouTube, & Instagram).
2. Ensure company website content remains current and branded.
3. Create timely email communications to donors & supporters and maintain an email subscriber list.
4. Participates in daily activities and events to capture photos and videos for Social Media use.

Marketing/Branding

1. Create and design on brand graphics and media for digital and print communications for the organization. This includes images, video, brochures, flyers, mass mailings, email campaigns and more.
2. Ensure messages are supportive of and consistent with marketing strategies and branding.
3. In conjunction with the Marketing and Development Director and President & CEO, create and deliver press releases, media relations content, and the agency newsletter.
4. In addition to promoting Choice in Aging, the Marketing & Development Specialist will also work with the Site Director of Choice in Learning Montessori to come up with strategies to advertise our intergenerational preschool.

Development:

1. Coordinate Giving Tuesday and year end giving, and other fundraising campaigns.

2. Manage Network For Good donor database.

Events:

1. Organize all details for our two annual fundraising events (Crab Feed & Bedford Block Party) as well as any additional events. This involves brainstorming event logistics, digital components, & flow.
2. Enter and track event ticketing, donations, sponsorships; send acknowledgments
3. Coordinate all aspects of annual fundraising events (both remote & in-person), working with staff and volunteers. This includes, planning, implementation, day of, and wrap up.

Qualifications:

- A passionate belief in Choice in Aging's mission to create opportunities where people can learn, grow, and age independently with dignity and community.
- Bachelor's degree in a relevant field and three years' experience in grassroots nonprofit fundraising and marketing. Additional similar experiences are a plus!
- Ability to work independently on projects and collaboratively with other staff, volunteers, board members, etc.
- Experience and proficiency with graphic design, social media, & website management (Wordpress). Proficiency in Adobe Photoshop, Illustrator, or Canva strongly preferred.
- Experience and proficiency in working with a donor database: Network For Good experience is a plus.
- Excellent written and verbal communication skills electronically, telephonically, and face to face.
- Organized and detail-oriented, ability to manage multiple projects simultaneously.
- Innovative, resourceful, and collaborative interaction with community members and colleagues.

Determinants of Success:

1. Ability to manage multiple, concurrent projects and initiatives while meeting deadlines.
2. Outstanding verbal and written communication skills.
3. Displays a professional and mature demeanor at all times and acts as a team player willing to do what it takes to get the job done.
4. Exceptional organizational skills with ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
5. Highly resourceful team player, with the ability to be extremely effective independently.
6. Must have the confidence to ask questions, learn new skills quickly, work under pressure, respond calmly to emergencies, and be flexible.
7. Demonstrates proactive approaches to problem solving with strong decision-making capability.
8. Driven team player who is motivated to take responsibility and ensure successful outcomes.
9. Ability to work under tight deadlines with short turnarounds in a fast-paced working environment.
10. Maintains confidentiality of work related information and materials.

11. Effective presentation skills.
12. Demonstrates a high proficiency in standard office software applications related to marketing and social media.
13. Communicates clearly, effectively, warmly and cooperatively with management, co-workers and clients.
14. Reflects a positive and professional image to the staff, participants, and community.
15. Displays enthusiasm and passion for service and the organization's mission.

Minimum Qualifications

Education/Training/Experience:

1. Bachelor's degree, preferably in communications, marketing or nonprofit administration with two years of experience working in nonprofit or executive administrative role
2. Advanced general computer skills as well as those specific to collateral creation, social media, fundraising and marketing platforms. Must have basic video, editing and photography skills.
3. Ongoing skill and trend training and education.

Typical Physical Demands:

1. Prolonged sitting, some bending, stooping and stretching required.
2. Requires eye-hand coordination and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator, other office equipment and a motor vehicle.
3. Requires normal range of hearing, eyesight and speech;
4. Excellent command of the English language to record, prepare, and communicate appropriate reports; and to communicate with employees, outside agencies, and other necessary bodies face to face, by telephone, and by written communication.

Typical Working Conditions:

1. This job entails working in a typical office setting, driving, working in different environments such as but not limited to Choice in Aging's ADHC Programs.
2. The organization will require some weekend and/or evening work especially during fundraising and campaign efforts.
3. This position requires a minimum of 40 hours per week and often will require more.
4. As this is the sole position responsible for social media, preplanning of content for scheduled time off is required.