



Towards Employment

POSITION DESCRIPTION

POSITION: Marketing & Digital Content Associate
REPORTS TO: Director of Marketing & Development
POSITIONS SUPERVISED: None
FLSA STATUS: Exempt

OVERVIEW: Founded in 1976, Towards Employment is a non-profit leader in providing innovative solutions to move people out of poverty and into quality jobs. Towards Employment has gained local and national recognition for achieving excellent outcomes through the hard work of its dedicated staff of 53 and a \$5 million annual budget. Towards Employment offers a continuum of support to low-income individuals preparing to enter the workforce or looking to advance from low-wage employment while also fulfilling the staffing needs of local employers.

PURPOSE

The Marketing & Digital Content Associate will coordinate the print and digital media, communications strategy and message implementation for Towards Employment and its social venture Bloom Bakery. This effort will effectively share how Towards Employment provides Clevelanders with services that provide tools to find a job, navigate life's obstacles and secure a path toward a long-term career. We believe results of Towards Employment programming are life changing and this position will ensure Towards Employment is effectively sharing this message.

ESSENTIAL FUNCTIONS

Marketing / Communications

- Manage TE and Bloom website maintenance and updates
 - Analyze website traffic and generate monthly reports to inform future implementation
 - Ensure website is updated regularly with relevant and accurate information
- Manage and implement integrated TE and Bloom social media, marketing and communication strategies
 - Develop a social media strategy and calendar
 - Generate and post daily content that reinforces TE's programs and mission
 - Generate and post daily content that reinforces Bloom's produce and mission
 - Analyze social media posts and generate monthly reports that inform future implementation
 - Work with other departments or programs to get the word out about events, happenings or fundraising campaigns
 - Staff board committees as needed

- Lead the production, content and design development, and distribution of all communication vehicles – e-newsletters, e-blasts, print collateral, fliers, etc.
- Create all content and formatting for programs and event marketing materials
- Coordinate with hired graphic designers to uphold TE’s brand standards and voice as needed
- Collect and maintain a library of TE participant success stories
- Maintain and monitor communications and marketing metrics

Public Relations

- Develop and manage joint TE and Bloom editorial calendar
- Update and maintain media contact list
- Assist in the coordination of media stories including the development of press releases, media advisories, and press conferences
- Monitor, analyze and communicate PR results on a monthly basis

Fund Development

- Assist with development and execution of donor-related fund development collateral including annual fund, special niche or seasonal campaigns, and direct mail campaigns
- Assist in the solicitation of donor requests both in print and digital formats
- Produce reports from the donor database as needed

Events

- Manage event marketing and promotion including website presence, collateral and presentations
- Participate in outreach efforts and as a representative of the organization at conferences, meetings, speaking engagements, and external events, as assigned

Internal

- Assist every department with delivering its message
- Coordinate with all programs and departments on marketing and messaging
- Ensure adherence to brand guidelines
- Support participant outreach with content, design and materials

Other

- Participate in the general administration of marketing and fund development department
- Provide support to Director of Marketing & Development in marketing areas
- Provide additional duties as needed
- Act as an ambassador of TE

QUALIFICATIONS

- Bachelor’s degree
- Sharp eye for visual design and proficient in Adobe Creative Suite
- Command of MS Office applications
- Proficiency in CMS systems including HTML coding
- Public relations experience and familiarity with local media
- Experience with social media platforms

EEO Statement

Towards Employment provides equal employment opportunity to employees and job applicants regardless of race, religion, color, sex, sexual orientation, national origin, age, disability, genetic information, veteran status, or any other characteristic protected by local, state or federal law.

Please send resume, cover letter, and salary expectations to Sharon Shorts at sshorts@towardsemployment.org.