



COMMUNICATIONS & MARKETING SPECIALIST DESCRIPTION

Job Title: Communications & Marketing Specialist

FTE: Part time

FLSA: Exempt

Mercy Connections is an educational and social service organization dedicated to serving adults. The organization's mission is to transform lives through education, mentoring, entrepreneurship, and community engagement. Programs, classes, and resources support individuals striving for a better life. Participants include justice-involved women and underrepresented groups in the Vermont economy, former refugees, immigrants, and migrants, as well as individuals facing poverty, disenfranchisement, and social isolation. Programs aim to improve well-being, academics, provide basic education and literacy, and prepare program participants for job readiness, business ownership, leadership roles, and U.S. citizenship. In addition, the organization fosters a sense of community and fellowship, embracing a culture of genuine and inclusive hospitality where everyone is welcome to join our programs and community events.

Position Summary: The Communications & Marketing Specialist collaborates with the development and communications team on the implementation of all communications strategies, initiatives and products to significantly lift MC's profile in the community and state. The ideal candidate has excellent writing skills that work across various channels, including digital, print, and social media, graphic design skills, experience with website content creation, and is comfortable with event and project management. They have a passion for our mission and a willingness to learn and grow as a part of a team.

Accountability: Director of Development

Essential Responsibilities:

- Deeply understand and embrace the mission and programs and services of Mercy Connections.
- Represent Mercy Connections in a manner that inspires confidence, models the organization's values and contributes to excellence and accountability.
- Understand and support the organization's strategic business plan.
- Manages the implementation of an annual marketing and communications action plan that supports the advancement of the organization.
- Apply Mercy Connections' brand framework across the complete body of marketing and communications work.

- Optimize internal resources as well as identify, leverage and manage outside resources to complement internal capabilities, including graphic design, web development, social media, video and photography.
- Collaborate with programming and development staff and the Director of Development to support their success.
- Participate in development of annual marketing and communications budget.
- Write, produce, launch, and monitor effectiveness of a monthly Mercy Connections e-newsletter.
- Write and distribute organization messaging including press releases, periodic op-eds, annual impact report, fundraising appeal letters, monthly blog posts, marketing materials for programs and classes, special event content and promotion to support the mission.
- Manage and update the Mercy Connections website keeping it current via the CMS with new content; monitor analytics periodically.
- Monitor the Vermont media landscape and leverage it for the organization's benefit as well as serve as primary media liaison.
- Collaborate with the Director of Development and Program Managers on the production of organization-wide events like the annual May luncheon or milestone events like anniversaries.
- Oversee production of all digital and print materials
- Maintain a calendar of marketing and communication activities and accomplishments (including web and social analytics) and provides periodic reports to the Development Director.
- Actively participate in all-staff meetings, as well as program activities and events.
- All employees are expected to perform other duties as may be assigned from time to time, to meet the needs of the organization.

Qualifications:

- Bachelor's Degree in related field preferred.
- Marketing and communications experience; holistic understanding of and experience with all aspects of communications, positioning and messaging, including best practices in web, social media, print and public relations. Clear understanding of the variable content needs required for these diverse channels.
- Exceptionally strong, versatile writer, with keen editing, proofreading and content development skills.
- Proven success as a digital-first storyteller. Ability to think visually and verbally.
- Self-aware about strengths and weaknesses and knows how to compensate for each.
- Action-oriented with strong prioritization, organization and follow-through skills and the ability to manage multiple projects simultaneously.
- Experience with social media and web analytics and reporting tools required.
- Desire to join a mission-driven non-profit.
- Commitment to equity, inclusion and belonging for all.
- Sensitivity and respect for mission, values and culture of Mercy Connections.

Required Skills/Abilities

- Demonstrates excellent interpersonal and communications skills.
- Exhibits a positive, supportive, and cooperative disposition toward others emphasizing patience, understanding, and empathy.

- Is punctual and detailed oriented with a demonstrated ability to perform assigned tasks.
- Ability to act with integrity, professionalism, and confidentiality.

Physical Requirements

- Ability to be mobile in a classroom.
- Ability to work at a computer station for documentation and progress reporting.

Travel

- Any travel requires use of own means of transportation.

Remote Work

- Post-pandemic, remote work requests will be reviewed and considered in accordance with 21 V.S.A. § 309.

Additional Information:

Application materials must include a resume and a letter of interest (Cover Letter) specifically addressing the desired qualifications and emailed to Alana Shaw, Finance and Operations Director at ashaw@mercyconnections.org

Mercy Connections is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All members of the Mercy Connections community are valued as individuals.

