



MARKETING & COMMUNICATIONS SPECIALIST

About us: The Columbia Pike Revitalization Organization (CPRO) seeks a Marketing & Communications Specialist who combines strong project management skills with a pioneering spirit to contribute to the work of a small, mighty, creative, and collaborative team. Our organization's mission is to foster a vibrant, safe, connected, and diverse Columbia Pike community through our partnerships, business and resident support and advocacy, placemaking, programming, and events. CPRO and Columbia Pike have a story to tell and additional stakeholders, supporters, sponsors, and investors to engage.

About the role: As the Marketing & Communications Specialist, you will assist in developing, telling, and sharing our story. You will contribute directly to developing and extending awareness and managing the brand, visibility, and reputation of CPRO through: content creation, digital marketing, social media, public relations and internal communications.

What you will do: Work with our marketing firm, internal team, and board marketing and communications committee to ideate, develop, and implement a targeted marketing and communications (and fundraising/development) plan/calendar. Mechanisms to be leveraged include, but not limited to: website, blog, email, social media, press, mail, and physical signage and/or publications.

- Create and manage website content. Collaborate on the development of engaging and informative content. Work with our website master/provider to implement new technical features. Ensure the site is up-to-date and make recommendations for improvements.
- Create and manage e-Newsletter, Boletín, social media, online, and physical (signage/publication) presence.
- Work with our team to develop messaging and collateral for organizational events, programs, and supporters. Assist with promotion, gaining sponsorships and attendance at events. Attend events to assist with documentation, visibility, and social media.
- Contribute to the development and management of sponsorship, advertising, etc. opportunities for the organization.
- Contribute to budget development, project planning and implementation and support business partner invoice review and processing.
- Provide modest administrative and/or technical support to the Executive Director.
- Stay up to date on new communications/marketing tools and how other organizations and companies are using them. Stay current with digital developments (e.g. Google algorithm changes, SEO best practices, etc.); media, public relations and sponsorship visibility and trends to maintain and/or improve performance in these disciplines.
- Additional duties as necessary and assigned. This isn't just a catch all line. Much of our work falls in this category as we are really looking for a team member who welcomes additional projects.

What you will bring:

- Bachelor's degree in marketing, journalism, mass communication or related field; or equivalent work experience in the same or similar role.
- Minimum two years' experience in communications, PR, marketing or related field.
- Experience with digital platforms, best practices for campaigns across multiple platforms, publishing software platforms and Microsoft Office.
- Demonstrated ability to develop new and creative marketing and communications ideas and strategies—and evaluate their effectiveness.
- Strong interpersonal, relationship building and verbal communication skills.
- Strong writing/editing skills; ability to gather and synthesize information for delivery via multiple digital channels; and a knack for crafting messages that are both informative and engaging using words, infographics, videos, and images.
- Administrative and basic technical skills necessary to manage projects and communication forums.
- Proactive problem-solving skills with excellent analytical/organizational skills and strong attention to detail.
- Ability to work collaboratively across partners and committees to build coalition and consensus to achieve optimal outcomes.
- Proficiency in WordPress and email platforms (MailChimp, ConstantContact, etc.). Familiarity with GiveWP, WooCommerce, Adobe Creative Suite, a plus.
- Ability to multi-task and monitor several projects and accounts on a daily basis.
- Ability to work well under pressure and manage time effectively.
- Ability to take initiative, think outside-the-box and stretch boundaries.
- Ability to work independently and/or in a team.

Bilingual and/or Multilingual (English/Spanish) and/or other languages and ability to translate (verbally/written) is highly desired. CPRO pays a salary bonus for language proficiency in Spanish.

CPRO welcomes applications from people of color, indigenous people, LGBTQ individuals, and other communities that have been marginalized and disproportionately impacted by violence and abuse. CPRO supports a diverse and dynamic workforce and is committed to providing equal employment opportunities (EEO) to all employees and applicants for employment and promotions without regard to race, color, religion, gender, sexual orientation, gender identity, marital status, veteran status, age, national origin, disability, or any other basis protected by federal, state or local law. Applications will be considered on a rolling basis. Position will remain posted until filled. **No phone inquiries, please.**

Compensation: This is a full time salaried position with benefits. Rate of pay is negotiable, based on experience.

To apply: Send your resume and a thoughtful cover letter to jobs@columbiapike.org with **MARKETING & COMMUNICATIONS SPECIALIST** in the subject line.