



8120 Penn Ave. S., Suite 470
Bloomington, MN 55431

Job Title	Marketing / Communications Specialist	Location	Bloomington Office
Job Status	Part Time, Flexible 15-20 hrs/week	Approved by	Executive Director
Reports To	Executive Director	Start Date	July, 2018
Hours	8AM to 5PM	Salary Range	\$17-25.00/hour

SCOPE OF POSITION:

Under the direction and supervision of the Executive Director, the Marketing /Communications Specialist will be responsible for the development and implementation of marketing strategies and communication efforts to increase public awareness and understanding of SAVE's mission, increase awareness, participation and sales of SAVE's programs and services, and uphold and enhance SAVE's authority and image as a leader in the field of suicide prevention. The successful candidate will also be able to set, meet, and track marketing objectives and provide detailed outcome reports to Executive Director.

This includes but is not limited to

- Developing print and online marketing, public awareness ads, and promotional materials
- Deploying a robust email and social media marketing plan in regards to SAVE events, products, programs, and services
- Drafting and editing interesting content for save.org, monitoring of social media, Voices (SAVE's quarterly newsletter) and social media
- Writing and sending press releases, maintaining media lists, and researching additional marketing opportunities
- Collaborating in the development of program, marketing, and advertising materials

PRIMARY RESPONSIBILITIES:

- Research and develop new media accounts and advertising channels and deploy marketing strategies to advertise SAVE programs, multimedia campaigns, products and services, speaking engagements and awareness and fundraising events.
- In collaboration with staff, create, draft and edit SAVE's quarterly newsletter; responsible for the development and production of the newsletter to ensure the publication of a quality educational newsletter with expanded circulation
- Coordinate the creation of digital content (e.g. website, social media, blogs, etc.)
- Design, write and edit the Annual Campaign fundraising letter
- Write and distribute press releases
- Establish our web presence to boost brand awareness
- Work with the Executive Director and event staff to promote and advertise SAVE's core products and events and others on an as needed basis.
- Recruit, train and supervise marketing and communications interns as needed



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EDUCATION AND EXPERIENCE:

- Bachelor's degree in marketing, communications, or similar field is required. Master's degree is strongly preferred.
- At least five years paid experience in media, marketing, communications, or similar position as this is required. Sales experience a plus. Nonprofit and/or experience in marketing mental health programs preferred but not required.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent written and oral communication skills
- Experience with cold calls and ability to conduct sales to media companies, vendors and donors
- Experience with visual communications principles
- Ability to work with staff and volunteers as part of a team
- Proficiency in Microsoft Office products including PowerPoint, Excel, Databases
- Ability to work collaboratively in a small office environment
- Excellent analytical and project management skills
- Attention to detail with good organizational skills
- Ability to multitask and perform under tight deadlines

COMPENSATION:

- \$17-25.00 per hour, dependent on qualifications

APPLICATION PROCESS AND NOTES:

Send cover letter and resume by email to frolstad@save.org. No phone calls. Cover letter should describe your fit for the position including experience that aligns with the qualifications of the job description. Samples submitted from prior work in your portfolio are helpful.

Candidates selected for a screening telephone call will receive a response within 2 weeks of receipt of their letter and resume. Following the screening interview, suitable candidates will be selected for an in-person interview.