



7900 Xerxes Ave. S., Suite 810  
Bloomington, MN 55431

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**JOB TITLE:** Marketing & Communications Specialist   **GRADE:** N/A  
**JOB STATUS:** Part Time   **HOURS:** Flexible Schedule  
**REPORTS TO:** Executive Director   **APPROVED BY:** Executive Director  
**DATE:** July 2019

**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

- Managing the development of marketing and advertising materials related to SAVE's programs
- Developing print and online marketing, public awareness ads, and promotional materials
- Design, develop and implement the communications and public relations to build awareness of the organization's mission, programs and achievements
- Drafting and editing interesting content for save.org, social media, and Voices (SAVE's quarterly newsletter).
- Develop and maintain current listing of media contacts, disseminate press updates, news releases, and feature materials

**PRIMARY RESPONSIBILITIES:**

- Development and implementation of marketing strategies and communications to increase public awareness and understanding of SAVE's mission.
- Manage and create, produce, and distribute marketing materials including advertising, brochures, press kits, annual report, write articles and design layout
- 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
- Improve overall performance of website performance and digital campaigns
- Work in collaboration with staff to promote and advertise SAVE's core products, events
- Create, maintain and enhance relationships with constituents, community partners, and corporations
- Work closely with regional chapters to identify and build the organizations presence



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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 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 visual communications principles
- Ability to work with staff and volunteers as part of a small office team
- Proficiency in Microsoft Office products including PowerPoint, Excel, Databases
- Proficiency in Adobe Creative Suite products including Illustrator and Photoshop
- Excellent analytical, and project management skills with attention to detail
- Ability to multitask and perform under tight deadlines

**COMPENSATION:**

- \$36 - \$42 per hour (20 hrs. per week), dependent on qualifications

**APPLICATION PROCESS AND NOTES:**

Send cover letter and resume by email to [awendt@save.org](mailto:awendt@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.