



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

JOB TITLE: Digital/Online Marketing Specialist **GRADE:** N/A
JOB STATUS: Part Time (10-20 hrs/week) **HOURS:** Flexible Schedule
REPORTS TO: Executive Director **APPROVED BY:** Executive Director
DATE: September, 2021

SCOPE OF POSITION:

Under the direction and supervision of the Executive Director, the Digital/Online Marketing Specialist will be responsible for the development and implementation of digital/online 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 and disseminating the marketing and advertising materials related to SAVE's programs.
- Working with SAVE's Graphic Designer to develop online marketing, public awareness ads, and promotional materials for social media.
- Design, develop and implement the communications and public relations to build awareness of the organization's mission, programs and achievements.
- Assist SAVE's Business Manager and Graphic Designer with 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.
- Draft and release press communications.
- Manage SAVE's online awareness and educational programs.

PRIMARY RESPONSIBILITIES:

- Development and implementation of marketing strategies and communications to increase public awareness and understanding of SAVE's mission.
- Manage 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.)
- Assist with the design of SAVE's Annual Campaign fundraising appeal.
- 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.



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- Create, maintain and enhance relationships with constituents, community partners, and corporations.
- Work closely with regional charters to identify and build the organizations presence.

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.
- Experience with website development, management and updating (e.g. Wordpress websites).
- Excellent analytical, and project management skills with attention to detail.
- Ability to multitask and perform under tight deadlines.

COMPENSATION:

- \$35 - \$45 per hour (20 hrs. per week), dependent on qualifications.

APPLICATION PROCESS AND NOTES:

Send cover letter and resume by email to Executive Director Dr. Dan Reidenberg at dreidenberg@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 important.

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.