



Marketing Communications Specialist

Classification: Exempt
Salary Range: DOQ, competitive pay and benefits
Department: Development
Date: 11/1/2018

Our Mission

Camp Korey's mission is to honor the courage, strength, and determination of children living with serious, life-altering medical conditions by providing them with a transformational experience in a fun, safe, camp environment with specialized medical support.

Summary/Objective

The Marketing Communications Specialist develops the overall marketing communication plan that connects Camp Korey to campers, families, donors, prospects, and community members by producing content and promoting a unified messaging platform and communication standard across Camp Korey departments.

Reports to: Director of Development

Supervises: Web and Design Coordinator

Essential Functions:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Marketing Communications

- Oversee creations of communication materials for Camp Korey including press releases, outreach materials, reports, web content, video, and social media
- Partner with the Stewardship Coordinator on donor communications, recognition, and donor outreach materials
- Maintain knowledge of current communications trends, best practices, and technologies; and how these best fit our organizational goals and resources
- Manage Camp Korey stories to targeted media and process media calls, e.g., provide background, coordinate interviews and camp coverage
- Develop brand standards and procedures, including logo usage and style guide
- Track metrics and analyze results for all Camp Korey communications

Build Strong Community Relationships

- Working within the Development Team, manage the marketing communications needs of supporters including corporate groups and foundations, non-profit partners, and individual funders
- Represent Camp Korey in meetings with partners, organizations, media, and funders
- Work collaboratively with Camp Korey staff to develop consistent, compelling messaging across programs and departments

General

- Participate in regular Development team meetings
- Uphold and promote the mission of Camp Korey
- Know and adhere to policies and procedures contained within the Camp Korey Employee Manual
- Participate in Camp Korey events as needed

Skills and Experience

- Minimum 3-5 years of work experience in Marketing Communications
- Experience in the development and execution of messaging strategies and platforms
- Strong content writing skills and proven ability to communicate to multiple audiences
- Proficiency with Microsoft Office Suite & InDesign/Adobe Suite
- Nonprofit work experience or passion, and experience with children having complex medical challenges strongly preferred

Required Education, Training and Experience:

- Bachelor's degree or in relevant field

Key Competencies

- Excellent writing and editing skills, including: feature and news articles, press releases, web content, print collateral, donor communications, and social media
- Exceptional verbal and listening skills, with the ability to be clear and direct in his/her communication
- Ability to work both independently as well as part of a team
- Proven ability to prioritize multiple projects and deadlines, exercise good judgment, demonstrate solid decision-making, and think strategically
- Strong presentation skills and the ability to represent Camp Korey in a professional manner, e.g. media relations and speaking engagements
- Ability to succeed in a fast-paced, deadline-driven environment
- Ability to work with confidential information
- Adaptable, inquisitive, creative, and methodical in their work style

Work Environment

Work is regularly performed in office environments routinely utilizing standard office equipment, computers and phones. Working outside will sometimes be necessary, in various weather conditions

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to speak, talk and hear, and is frequently required to stand, walk, sit, use hands to finger, handle or feel objects, tools, or controls, and reach with hands and arms; balance, stoop, and bend; lift, carry, move, push and pull up to 25 lbs. Specific vision abilities require by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

Position Type/Expected hours of work

This is a full-time position. Standard days and hours of work are Monday through Friday, 8:00 to 4:30 p.m. However, the position requires the ability to work during non-standard hours and on short notice as the need arises.

Travel

Local travel will be required, primarily during the day. Limited out-of-area or overnight travel may be expected. Inter-office travel from Lynnwood to Mount Vernon is regularly required.

Additional Eligibility Requirements

- Valid driver's license
- Background check
- Current Vaccinations
- CPR/First Aid Certification

EEO Statement

Camp Korey is an Equal Opportunity Employer. It is the policy of our organization that employment decisions be based on merit, qualifications, and competence. Camp Korey provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, genetics, national origin, religion, sex, marital status, sexual orientation, sexual identity, age, presence of any mental, sensory, or physical disability, veteran status, or any other characteristic protected by law. In addition to federal law requirements, Camp Korey complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, re-call, leaves of absence, compensation and training.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Signatures:

This job description has been approved by:

Development Director _____ Date _____

HR _____ Date _____

CEO/Executive Director _____ Date _____

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee _____ Date _____