



Marketing and Communication Specialist

Job Description

Division: Administration

Supervisor: Director of Business Development and Administration

Status: Non-exempt, Full-time position

ORGANIZATIONAL BACKGROUND:

Cabrillo Economic Development Corporation (CEDC) is a community development corporation serving Ventura, Santa Barbara and Los Angeles Counties. CEDC's core program areas are: the development and construction of multi-family rental housing for very-low, low and moderate income families; homeownership education and counseling, property management, and community building and neighborhood revitalization.

An industry leader since 1981, CEDC has built 45 affordable housing developments totaling close to 1,700 ownership and rental units. It currently has an ownership interest in 1,121 rental units that it manages. CEDC implements a team management approach to its activities, with particular coordination between its property management, housing development and construction, finance accounting, and community building activities.

POSITION OVERVIEW:

Sharing in the broad vision of CEDC, the Marketing and Communication Specialist will report to the Director of Business Development & Administration and support the fundraising effort and coordinate marketing, media relations and event planning initiatives. The incumbent is responsible for the independent performance of the day to day marketing, communications and outreach activities for CEDC and works on a broad range of projects, involving the development and execution of publications, printing, marketing campaigns, branding and public messaging. The candidate oversees the design of all marketing materials, including but not limited to: creating, designing and updating marketing content, (print, newsletter, newspapers, web, social media, etc.). The incumbent will develop marketing strategies and materials to assist in the promotion of Cabrillo goals and mission to the general public and creating positive working relationships with external and internal stakeholders. The incumbent must also have experience in storytelling, editing—especially on digital platforms; planning and scheduling with marketing and communications projects. The incumbent must have current knowledge of the fundamentals of marketing research and public affairs as well as, strong written and verbal communication skills. The incumbent must have the ability to use independent judgment to make decisions, interpret, and apply a wide range of policies and procedures; use discretion and confidentiality; work with individuals at all levels within the organization; understand issues from a broad strategic perspective; act as a representative to outside entities; and must have a demonstrated interest and ability to work in a multicultural/multiethnic environment.

DUTIES AND RESPONSIBILITIES

Serve as a development and communications resource throughout the organization. This position requires a results-oriented individual whose passion for CEDC's mission is matched with strong interpersonal skills, crisp decision-making in the face of complex challenges and a proven record of accomplishment of managing communications and fund raising projects.

Essential duties and responsibilities include, but are not limited to, the following:

1. Work with the Director of Business Development & Administration to carry out fundraising, marketing and community relations projects; including writing and editing materials.
2. Work with the Director of Business Development & Administration to complete and distribute electronic and printed newsletters; including designing, delivering and tracking results in donor management software. Additionally, continually update and correct contact records.
3. Administer the donor database (nonprofit donation management software (Network for Good)) to capture donor contact information, track gifts and engagement, extract reports, send personalized communications, and continually update and correct database records.
4. Coordinate productions and mailing of fundraising appeal letters.
5. Process donations and prepare acknowledgement letters and correspondence.
6. Work with the Accounting Division to create fundraising reports as needed.
7. Create and repurpose content for social media posts and website updates.
8. Monitor the website to ensure content is current.
9. Work with the Director of Business Development & Administration to plan and coordinate anniversary events and communications; including collaborating with the committee and various subcommittees.
10. Complete general tasks related to Advancement; including performing other duties as assigned.

QUALIFICATIONS, KNOWLEDGE AND SKILLS:

1. Bachelor of Arts/Science (BA/BS) degree in Journalism or equivalent experience.
2. Direct experience working with donor management software.
3. Direct experience updating and maintaining website content.
4. Direct experience and proficiency using email management software.
5. Excellent copywriting, editing and proofreading skills required.
6. Microsoft Office skills, including Word, Excel, Outlook, PowerPoint.
7. Skilled in desktop publishing, including Adobe Creative Suite (specifically InDesign and Photo Shop).
8. Three years of experience working in the nonprofit sector.
9. Bilingual (Spanish-English) preferred.

CEDC IS AN EQUAL OPPORTUNITY/TITLE IX EMPLOYER.