ACCESS
JOB DESCRIPTION

Job Title: Content and Marketing Specialist (Center for Arab American Philanthropy)

Job Summary: Under limited supervision from the Director of Communications & Marketing with guidance from the Executive Director, the Content and Marketing Specialist for the Center for Arab American Philanthropy is responsible for creating and implementing a data-driven digital marketing strategy to elevate the organization’s brand, increase public awareness, expand community support, and raise additional funds for our programs. The specialist is responsible for marketing strategy development and execution, video content, social media graphics and other materials, and overseeing social media communications.

The ideal candidate has related experience in communications and marketing for a nonprofit organization. She/he is a natural storyteller, outstanding writer and a creative thinker who thrives on content creation and execution, attention to detail and meeting deadlines. She/he will create communications that persuade, engage, and inspire diverse audiences across a variety of communication channels.

Essential Duties and Responsibilities:

- Generate creative and persuasive content across communication channels for multiple audiences including but not limited to: social media posts, blog posts, newsletters, appeal letters, impact stories, graphics, donor/stakeholder profiles, videos.
- With guidance from the Communications and Marketing team, develop and execute an integrated communication and marketing strategic plan that helps make the general case for support for CAAP. The plan will include key messages and talking points about programs and a suite of collateral materials (i.e. photos, graphics, videos for social media, donor articles, philanthropy articles and videos, etc.)
- Partner with the communications and marketing team to coordinate routine external messaging and to collaborate on special projects such as donor storytelling, publicizing community and fundraising events, and using social media, etc.
- With guidance from the Communications and Marketing team, design general marketing and communication materials for specific purposes as requested and assigned (take photos, record and edit short videos for social media and the CAAP website, design marketing-type flyers, create infographics for use on social media, etc.)
- Maintain fundraising digital asset system, including photos, videos, articles, and links.
- With guidance from the Communications and Marketing team, develop and implement a digital media strategy and work plan to include social media, web, and email that outlines measurable outcomes as part of the overall marketing and communications strategic plan.
- Keep website content current with timely updates, new stories, and social media integration.
- Grow audience and track and improve social media engagement metrics on CAAP’s social media platforms (Facebook, Instagram, and Twitter)
- Provide reporting on performance and results; provide in-depth analysis and ideas for improvement.
- Take initiative to research and develop content for reports, educational materials, articles, new items, and other marketing/fundraising aspects in both online and offline channels and best distribute the material for maximum exposure.
- Staying abreast of current communications and marketing trends and insights
- Managing planning, implementation, and production of all events within timelines including vendor relationships, budgets, event logistics, and volunteer management
- Operating standard office equipment and uses required software applications
- Performing other duties and responsibilities as assigned
Knowledge, Skills, and Abilities:
Knowledge of:
- Marketing venues including social media.
- Types of stories and information of interest to prospects/donors/social media audiences
- Arab/Middle Eastern culture and languages a plus
- Surrounding communities that agency serves
- Libel and slander laws

Skill in:
- Excellent written and oral communication skills, with the ability to write for diverse audiences
- Email marketing software (MailChimp preferred), social media platforms (Facebook, Instagram, and Twitter) and Google Ads
- Operating standard office equipment and using required software applications, including Microsoft Office Suite and Adobe Photoshop
- Operating audio/visual equipment
- Editing software

Ability to:
- Capture still photographs and video. Some photo editing may be required based on assigned functional area.
- Write and edit effective and efficient communications and publications. May include the use of various creative and artistic genres.
- Partner with other functional areas to accomplish objectives.
- Gather information, identify linkages and trends and apply findings to assignments.
- Incite enthusiasm and influence, motivate and persuade others to achieve desired outcomes.
- Organize and prioritize multiple tasks and meet deadlines.
- Work independently as well as collaboratively within a team environment.
- Establish and maintain effective working relationships at all levels of the organization.

Educational/Previous Experience Requirements:
- Minimum Degree Required:
  - Bachelor’s Degree
- Required Disciplines:
  - Marketing, Journalism, Communications, or a related field.
  - and-
- At least 3 years of demonstrated experience in communications, event or entertainment management or social media experience or any equivalent combination of experience, education, and/or training approved by Human Resources. Experience in journalism a plus.

Licenses/Certifications:
- Licenses/Certifications Required at Date of Hire:
  - None

Working Conditions:

Hours: Normal business hours. Some additional hours may be required.

Travel required: Some local and national travel is required.

Working Environment: Climate controlled office environment during normal business hours.

Physical Requirements:

<table>
<thead>
<tr>
<th>Sitting</th>
<th>Up to 7 hour(s) per day</th>
<th>Lifting</th>
<th>Up to .5 hour(s) per day</th>
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</thead>
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Walking | Up to 2 hour(s) per day | Up to 50 max. pounds**
Standing | Up to 4 hour(s) per day | Pushing | Up to .5 hour(s) per day
Bending | Up to 1 hour(s) per day | Pushing | Up to 50 max. pounds**
Squatting | Up to 1 hour(s) per day | Pulling | Up to .5 hour(s) per day
Stooping | Up to 1 hour(s) per day | Pulling | Up to 50 max. pounds**
Reaching | Up to 2 hour(s) per day | Climbing | Up to .5 hour(s) per day
Balancing | Will not generally apply | Stairs | Up to .5 hour(s) per day
Twisting | Up to 1 hour(s) per day | Ladder | Will not generally apply
Crawling | Will not generally apply | Step-stool | Will not generally apply
Kneeling | Up to 1 hour(s) per day | Excessive heat | Will not generally apply
Typing | Up to 4 hour(s) per day | Excessive cold | Will not generally apply
Data Entry | Up to 4 hour(s) per day | Dust | Will not generally apply
Humidity | Will not generally apply | Loud Noise | Will not generally apply
Hands in Water | Will not generally apply

Unusual hearing or vision demands: | None specified
Other physical demands or notes: | ** Employees should not attempt to lift, pull or push a load in excess of 50 lbs. without assistance. Care should always be taken when lifting, pushing or pulling in an awkward position.

DISCLAIMER

The preceding job description has been designed to indicate the general nature of work performed; the level of knowledge and skills typically required; and usual working conditions of this position. It is not designed to contain, or be interpreted as, a comprehensive listing of all requirements or responsibilities that may be required by employees in this position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee Name:______________________ Date:______________
Employee Signature: _______________________________________________________________