

Communications Associate – Job Posting

POSITION TITLE: Communications Associate
FLSA STATUS: Non-Exempt
POSITION SCHEDULE: Full-time, 36 Hours per Week

Preferred Hiring Range: \$25.14 per hour to \$29.57 per hour

Full Range: \$25.14 per hour to \$34.01 per hour

Benefits Include: Medical, Dental, and Vision Coverage, with optional dependent coverage; Long Term Disability; 401(k) with Match; Medical and Dependent Care FSA; Life Insurance

Rate is determined based on skills, experience, and internal equity.

POSITION SUMMARY

Under the general supervision of the Senior Corporate Development Specialist, the Communications Associate is responsible for supporting the organization's digital and print communications, ensuring timely and effective outreach across multiple platforms. This role manages website content, social media, email marketing, printed collateral, direct mail campaigns, and multimedia assets, including video and photography.

The Communications Associate assists with key departmental activities such as newsletter creation, event coordination, fundraising campaigns, and public relations efforts. The role facilitates smooth workflow between internal teams and external partners to support corporate communications initiatives.

The ideal candidate will have experience managing websites, utilizing CRM systems for mailing lists and online forms, and designing digital and print materials. This position requires proficiency in website management, graphic design, photo editing, and publishing, as well as strong organizational skills to maintain corporate literature, media libraries, and digital assets.

ESSENTIAL FUNCTIONS

Content Creation & Communications Support

- Develop, edit, and publish content for newsletters, event promotions, fundraising campaigns, and public relations efforts.
- Capture and edit photography and video to support marketing, social media, and storytelling efforts.
- Produce and publish content across various platforms, including the website, social media, email marketing, printed collateral, and direct mail.
- Maintain a well-organized library of corporate literature, photos, and videos for internal and external use.

Website & Digital Media Support

- Regularly update and maintain Linc's website, ensuring timely and accurate content updates.
- Work with an external vendor to manage website hosting, security, and technical plugin updates.
- Manage constituent lists and digital forms in Linc's CRM (Raiser's Edge)

Graphic Design & Marketing Materials

- Design and produce graphics and layouts for marketing collateral, including corporate literature, property sheets, and annual publications such as Linc's Impact Report.
- Ensure design and production of printed and digital materials are consistent with brand standards.

Vendor Coordination

- Source and negotiate with print vendors, oversee direct mailing design, printing, and packaging, and conduct press checks.
- Manage contracts with photography, videography, design, and other relevant vendors, as needed.
- Oversee outsourced printing, including purchasing paper, stationery, and coordinating with external print vendors.

Strategic Planning & Execution

- Maintain publishing calendar to ensure the timely execution of communication projects.
- Work closely with the Senior Corporate Development Specialist to develop and implement an annual strategic communications plan.
- Hold regular strategy meetings with the Senior Corporate Development Specialist to review communications effectiveness and explore improvements.

KNOWLEDGE, SKILLS & ABILITIES

Knowledge of:

- Drag and drop website administration with some HTML coding, WordPress a plus
- CRM systems, Raisers Edge software a plus
- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, and Premiere
- Email marketing platforms
- Microsoft Office
- Writing and grammar skills, mathematics
- Social media best practice and publishing
- Methods of managing paper process flow, coordination and control of documents

Skill Level:

- Strong project management skills and experience.
- Superior writing and communication skills.
- Strong skills in advanced applications of relevant software used in the department.
- Strong analytical skills for establishing timelines and project management.
- Highly organized and able to manage people and paper process flow.
- Excellent interpersonal skills for establishing and maintaining effective working relationships with staff, vendors, donors, residents, stakeholders, and the public.
- Able to work with multiple priorities and deadlines.
- Familiarity with technical/legal terminology and standard practices regarding the position area of specialization, e.g., vendor contracts, insurance and legal documents, etc.

Ability to:

- Assess, design, implement and monitor document and data control processes and information.
- Set priorities and meet deadlines in a fast-paced environment.
- Manage and work effectively with others in a creative team environment.
- Strong attention to detail.

EDUCATION & EXPERIENCE REQUIREMENTS

A combination of education and related experience may substitute for education requirements.

- College degree, and
- 3+ years of experience working in marketing, advertising, media, or fund development; familiarity with technical documents, terminology, procedures, and best practices in nonprofit communications.

PHSICAL DEMANDS/WORKING CONDITIONS

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

- Work is performed primarily in an office environment under pressure and requires the ability to quickly adjust to changing priorities and demands.
- While performing the duties of this job, the employee is frequently required to sit and use a keyboard
- Lift up to ten pounds.
- Travel to events, venues, trade shows, and conferences.

The statements contained in this position description reflect general details as necessary to describe the primary functions of this position, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the workload.