Marketing & Communications Specialist
FTE: 1.0 FTE (40 hours/week); Exempt
Reports to: Development Director

Principal Duties and Responsibilities:

1. Coordinate agency marketing, communications and public relations activities,
2. Act as primary media resource and contact person for Catholic Charities and all of its programs, including establishing and maintaining positive relationships with members of electronic and print media,
3. Promote and provide consistent messaging regarding the mission and work of Catholic Charities to all appropriate audiences (both external and internal), under the guidance of the Executive Director and Development Director and consistent with Catholic Charities policies, procedures and core values,
4. Work with staff to respond to communications and public relations inquiries, opportunities, and crises, including drafting and distributing press releases as required,
5. Manage the content and design of the agency website and intranet portal,
6. Manage the content, design, production, and distribution of other electronic marketing and communications tools including e-blasts, e-newsletters, e-campaigns, and social media,
7. Direct the design, production and final review of print and other collateral tools, including brochures, pamphlets, display boards, rack cards, annual reports, etc.,
8. Maintain ongoing communication with the Archdiocese and its parishes, including distribution of announcements and ongoing promotion of the work of Catholic Charities,
9. Act as a representative of overall agency interests at public and community meetings, as assigned (including identifying and utilizing other internal experts as necessary),
10. Research and maintain marketing and communications standards, policies, and procedures,
11. Provide communications support and guidance as needed for social policy efforts,
12. Stay abreast of best practices in marketing, communications and public relations fields and participate in relevant professional organizations and meetings to understand and recommend new approaches,
13. Assist with promotion and execution of agency special events, as required,
14. Formulate and implement strategies related to marketing and communications (including those contained in the agency strategic plan), and assist in developing ongoing marketing, communications and public relations goals and objectives,
15. Other duties, as assigned by the Development Director.

Qualifications:

1. Bachelor’s degree in Communications, Marketing, Journalism, English or related field required.
2. Minimum of three years experience in marketing, communications or public relations field.
3. Excellent written and oral communication skills.
4. Demonstrated experience preparing press releases, brochures, annual reports and/or newsletters.
5. Excellent interpersonal skills – ability to relate effectively with the media, general public and fellow personnel.
6. Ability to work independently with little supervision.
7. Strong proficiency in all programs of Microsoft Office, as well as preferred proficiency in the following programs: Dreamweaver/Contribute/Wordpress or other web design software, Raiser’s Edge, InDesign and Photoshop.
8. Familiarity with the mission, teachings and structure of the Catholic Church.
9. Ability to effectively represent the mission, vision and core values of Catholic Charities to varied audiences.
10. Demonstrated ability to maintain confidentiality.
11. Ability to work effectively in a team environment.
12. Demonstrated analytical and problem solving skills.
13. Previous web design and oversight experience preferred.

Salary Range: $38,000-43,000 (depending on experience). Full benefit package, including medical, dental, vision, life insurance and pension plan.

To apply, please complete Catholic Charities application form and submit (along with resume and cover letter) to:

Catholic Charities
Attn: Human Resources
2740 SE Powell Blvd #5
Portland, OR 97202

Applications will be considered as received.
Closing Date: August 15, 2012.

EQUAL OPPORTUNITY EMPLOYER