

Make-A-Wish Foundation[®] of Missouri & Kansas

Job/Position Description

Job Title:	Marketing & Communications Specialist
Department:	Marketing & Communications
Reports to:	Marketing & Communications Manager
Classification:	Full-time/Exempt
Date Revised:	FY24 September
Location:	Kansas City or St. Louis region

JOB POSITION SUMMARY:

This role will work in collaboration with the marketing & communications manager and the vice president of marketing & communications to utilize email, website, and social media platforms to further the chapter's mission, brand and fundraising goals. Primary responsibilities include graphic design, copywriting; assisting in the management of social media platforms; evaluating and monitoring chapter's digital media footprint using analytics and reporting features and media/public relations. The ideal candidate has cross-functional digital marketing experience in social, email and web.

MARKETING & COMMUNICATIONS

- Assist with the adherence to chapter and national policies, performance standards and guidelines as set forth by Make-A-Wish America & Make-A-Wish Missouri & Kansas.
- Assist with the development and implementation of marketing & communications plans with contingency strategies to drive total revenue and supporting mission delivery goals.
- Assist with and monitor the chapter's compliance with national branding standards adhering to all appropriate policies and guidelines as set forth by Make-A-Wish America & Make-A-Wish Missouri & Kansas.
- Create and implement ongoing marketing and communications initiatives/touchpoints that target all revenue streams through both digital and traditional media.
- Write/create compelling wish stories that highlight high-profile wishes for publicity opportunities with goal of increasing donor base, driving wish kid referrals and recruiting volunteers.
- Assist in monitoring all marketing modalities (collateral, publications, digital media etc.) to protect brand.

- Support all internal event planning and assist with the creation and launch of necessary collateral, signage, scripts, photographers, videographers, promotional plans and media coverage.
- Create content (graphics, stories, photos, video, interviews, etc.) for chapter social media channels (Facebook, Twitter (X), LinkedIn, Instagram, YouTube) that drives revenue, engagement, referrals and recruits volunteers.
- Research and provide information about opportunities to develop chapter's social media presence and engage with online communities, i.e., blogs, online conversations, new platforms, transactional opportunities, etc.

FINANCIAL MANAGEMENT

- Support chapter revenue goals through marketing and communications initiatives aimed at new donor acquisition and existing donor retention.
- Assist with the development and management of the chapter marketing expense budget, monitoring monthly expenditures.

MEDIA & PUBLIC RELATIONS

- Assists with securing presentation opportunities, researching and creating new materials needed for communications and marketing outreach efforts.
- Assists with PSA distribution to media outlets to increase brand exposure. (Especially in key markets: Kansas City, Wichita, & Topeka)
- Researches and assists with securing in-kind advertising opportunities.
- Researches and secures speaking opportunities to advance the brand.
- Establish and maintain solid relationships with media outlets throughout Missouri & Kansas. (Especially in key markets: Kansas City, Wichita, & Topeka)
- Create, write, and share newsworthy content related to all aspects of chapter business, (Wish, Volunteer, Community Partners, Internal Events etc.) via digital and traditional media.
- Serve as a chapter liaison and spokesperson to media.
- Assist with the creation and implementation of crisis communication plans in the event of a situation within the chapter territory, working closely with Make-A-Wish® America.
- Provide updated, timely information regarding any public relations opportunities to senior management.

OTHER DUTIES AS ASSIGNED

QUALIFICATIONS

- Bachelor's degree in communications, journalism, public relations, marketing, advertising, or related field
- Strong desktop publishing skills and core computer skills (Word, MS Office, Excel)
- Strong written and verbal communication skills
- Strong graphic design skills (Adobe Creative Suite, Canva, etc.)
- Preferably 1-3 years of previous marketing & communications experience
- Preferably 1-3 years of social media experience
- Preferably 1-3 years of nonprofit experience
- Proven ability to work with diverse groups of people in both in-person and virtual setting
- Exceptionally organized and detail-oriented with the ability to create and manage compelling design projects, while working independently or in a team environment

Interested candidates should email their resume and a cover letter to Amanda Rogers at arogers@mokan.wish.org. Please include the position you are applying for in the subject line.