



Digital Communications & Creative Specialist Job Description

Title: Digital Communications & Creative Specialist

Department: Marketing & Communications

Supervisor: Director of Marketing & Communications

Status: Full Time, Permanent

Date: February 2026

Scope of Position:

The Digital Communications & Creative Specialist for Make-A-Wish New Jersey will be responsible for creative storytelling through digital and traditional communications channels, working cross-departmentally to create a shared vision of our globally recognized brand. The ideal candidate will be responsible for chapter website and social media platforms, email marketing programs, video storytelling and more. They will serve as brand expert for production of creative needs for the chapter. They will continue to bring to the table new initiatives and creative strategy to advance the mission, vision and values of Make-A-Wish.

Responsibilities:

- Social Media
 - Monitors Make-A-Wish New Jersey's social media channels (Instagram, Facebook, X, LinkedIn)
 - Develops social media content calendar tied to chapter goals, campaigns and events
 - Creates engaging written, photo and video content that highlights mission impact, wish stories, volunteers and donors
 - Captures and edits short-form videos (Reels, Stories) and behind-the-scenes moments featuring staff, volunteers or wish families
 - Maintains a consistent voice aligned with brand guidelines and messaging
 - Tracks analytics and reports them to Director of Marketing & Communications
 - Provides timely updates including crisis communication to Director of Marketing & Communications
- Marketing & Digital Communications
 - Develops and oversees email and website marketing plans
 - Maintains day-to-day operations of chapter website ensuring consistent messaging, brand compliance, and content creation
 - Create high-quality visual assets using Adobe Creative Suite or Canva to support campaigns, awareness months and storytelling
 - Responsible for working across departments to create collateral
- Video Production

- Assists Director of Marketing & Communications with video production and editing requests
- Special Events
 - Capture photos and videos at chapter events and wish reveals
 - Assist with onsite media coordination, if needed
 - Provides support for program-related projects at chapter signature events.
- Other
 - Assists with presentations and proposals for President & CEO
 - Supports coordination and execution of Theater A/V resources at MAWNJ Headquarters for signature events and other initiatives as assigned
 - Proofreads and edits communications materials
 - Maintains chapter's photo and video libraries, as well as feedback/testimonial library
 - Maintains asset logging in chapter Salesforce database
 - Serves as "resident expert" on knowledge of enterprise-wide brand
 - Other duties as assigned by supervisor

Qualifications/ Requirements:

- Bachelor's Degree in related field (Marketing/Communications, Journalism, Public Relations, Media Studies)
- 3 -5 years' experience in relevant field
- Exceptional oral and written communication skills
- Extensive computer skills including Microsoft Office, HTML and Adobe Creative Suite
- Experience in Canva, Buffer, Critical Mention, Salesforce, Drupal, Luminate, Marketing Cloud a plus
- Graphic design and video editing experience preferred
- Experience with leveraging multiple social media platforms including Facebook, X, TikTok, Instagram, LinkedIn and YouTube
- Experience with Google Analytics a plus
- Must be able to work in a fast-paced, dynamic environment
- Flexibility with hours for occasional night/weekend planned events
- Must pass background check

Compensation:

- The expected salary range for this position is from \$55,000-\$70,000 annually.
- Salary range offers are based on range of factors including but not limited to relevant skills, training, and experience.
- Make-A-Wish New Jersey offers a comprehensive and competitive benefits package including health & wellness, retirement & financial security and generous PTO.

How To Apply

Please submit a cover letter and resume with "**Digital Communications & Creative Specialist**" in the subject line to jobs@nj.wish.org. **No phone calls please.**

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.