



## **Marketing & Communications Specialist Job Posting**

**November 2021**

**WestSide Baby, in partnership with our community, provides essential items to local children in need by collecting and distributing diapers, clothing, and equipment.**

### **Position Summary**

WestSide Baby seeks a part-time **Marketing and Communications Specialist** to manage our ongoing internal/external communications, social media, and development communications needs. Reporting to the Development & Communications Manager, the candidate must have an established background in creating and implementing communications, social media platforms and strategies and appeal writing for nonprofits.

This is a part-time, 20-25 hours a week, non-exempt employee position. An estimated 75% of the job functions can be performed remotely, with weekly onsite and in-person work requirements in our White Center, Seattle office. Starting salary is \$22-24/hr, depending on experience; PTO and holiday pay available. Schedule includes occasional evening and weekend hours.

### **Core Responsibilities**

#### **1. Marketing and Communications (25%)**

- Support the execution of the organization's marketing plan
- Maintain and share the organization's Style Guide, ensuring continuity in messaging and WestSide Baby image
- Administration of westsidebaby.org (WordPress), including current and timely content, and WordPress functionality updates, and annual update of statistics, 990's, and annual reports
- Work with staff to maintain and update engaging blog content
- Produce and send WestSide Baby e-news communications via Etapestry, working with relevant staff for content
- Regular cross-departmental collaboration to maintain public facing content on all communication channels
- Support staff in maintaining and producing social media content and strategy

#### **2. Development Support (75%)**

- Support the development team in authentic engagement of our community to promote and fulfill WestSide Baby's mission and vision
- Support the planning and execution of online fundraising campaigns, in collaboration with the Director of Development and Development & Communications Manager

### **Required Skills and Qualifications**

- A minimum of two years of experience in a communication, marketing or development role or the ability to describe how past professional experience will translate to this role
- Passion for basic needs access and experience working with communities of color and a broad understanding of systemic oppressions
- A commitment to centering an equity lens in your work to dismantle systemic racism and oppression in service of advancing our vision

- Attention to detail and high standards in all aspects of communications, project management, timelines, data management, and editing
- Desire to drive projects independently as well as closely collaborate on projects
- Meaningful experience with MS Office
- Meaningful experience with social media platforms, including Facebook and Instagram
- Basic experience with print and digital graphic design, including Canva
- Critical thinking skills including creativity, curiosity, flexibility, and a problem solving attitude
- Organizational skills, including the ability to consistently set and meet deadlines, and execute deliverables
- Ability to communicate directly and respectfully while working alongside and across differences
- Working on site at least 25% required

**In addition, while not required, the following qualifications will make applications more competitive:**

- Experience with Etapestry or other donor management system
- Experience with WordPress
- Experience with Google Ads
- Experience with marketing strategies and tactics
- Demonstrated success in prior, similar roles

**Physical Requirements**

- Prolonged periods of sitting at a desk and working on a computer and viewing monitor/lit screen
- Ability to work in standard office lighting

**To Apply**

Submit a resume and cover letter or video addressed to Jayanthi Ragubathi, Development & Communications Manager, to [employment@westsidebaby.org](mailto:employment@westsidebaby.org) with “Marketing & Communications Specialist” in the subject line.

**Priority deadline to apply is December 10.**

Our hiring process involves a 3-step process:

1. Qualified applicants will be contacted for a phone interview
2. Candidates who advance will be invited for a full (virtual) interview
3. Finalists will participate in a more casual team interview including a site tour.

*WestSide Baby values diverse perspectives and life experiences. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients. We encourage individuals of all backgrounds to apply including people of color, immigrants, refugees, LGBTQ, women, people with disabilities, and veterans. As an organization, we collaborate closely with many different communities around King County and value an equitable organizational structure that can contribute to equitable access to basic essentials for children.*

**Equal Employment Opportunity**

WestSide Baby is an equal opportunity employer. Employment decisions are based on merit and business needs. It is the policy of WSB not to discriminate against employees and applicants based on race, color, citizenship, status, national origin, ancestry, gender, sexual orientation, age, religion, creed, physical or mental disability, marital status, veteran status, political affiliation, or any other factor protected by law, with respect to recruitment, hiring, training, promotion and other terms and conditions of employment. All employment decisions shall be consistent with the principle of Equal Employment Opportunity.