



# Job Announcement

Posted: 12/1/21

## Marketing & Communication Strategist CCR

*ACCESS is an energetic, diverse, and compassionate team that creates positive change in the community every day. If you are dedicated, hardworking and have a passion for helping others, ACCESS is the place for you!*

<b>Job Title:</b>	Marketing & Communication Strategist CCR (Exempt)
<b>Job Hours:</b>	Full Time (40 Hours)
<b>Salary:</b>	\$49,584. To \$58,344. Annually DOE
<b>Benefits:</b>	Health, Dental, RX, Vision, FSA, Vacation, Sick, Holidays, 403B Plan

### Position Summary

The Marketing and Communications Strategist for the Center for Community Resilience (CCR) will be responsible for communications, public relations, marketing, and outreach for the Center. The CCR Strategist's creative energies will be used to develop and design collateral materials, newsletter articles, press releases, social media posts, and other mediums used for marketing, branding, and outreach. The position will work collaboratively with marketing and communication team and report directly to the Advancement Director. The position will also work closely with the CCR leadership team.

### Position Duties & Responsibilities

- Develop and implement strategic communications, public relations, and marketing plans for Center for Community Resilience (CCR) programs and services in accordance with agencywide guidelines.
- Create original, error free, clear, and concise copy for social media and website content, outreach materials, community posts, and newsletter for the CCR.
- Represent the CCR at community meetings and forums related to wildfire relief and recovery efforts.
- Attend and participate in ongoing interagency and intra-agency meetings related to wildfire relief and recovery efforts, affordable housing development, and sheltering the unhoused and fire impacted households with various community and government partners.
- In coordination with the marketing and communications team, manage day to day communication with our media and analyst partners for the CCR and related programs.
- Seek opportunities to tell the CCR story, including participant success, community needs and donor impact stories, to internal and external stakeholders.
- In coordination with the Advancement Director and Lead Marketing and Communications Strategist, contribute to CCR and overall agency marketing effectiveness by identifying short-term and long-range issues that must be addressed.
- Seek opportunities for the CCR and related programs to engage relevant personas and groups in the market.
- Monitor and maintain consistent CCR brand image and voice on social media channels and communities with a focus on making impactful posts and shares.
- Track and report engagement and KPIs for media, public relations, social media and community related to the wildfire relief and recovery, affordable housing, sheltering, community needs and other CCR related topics.
- Promote and enhance diversity, equity and inclusion initiatives with internal and external stakeholders through all communication and marketing platforms.
- Coordinate translation of marketing materials with bilingual staff for the CCR and agencywide.
- Support and complete marketing requests from the CCR and various related departments.

- In coordination with the Lead Marketing and Communications Strategist, update CCR WordPress webpages with correct and up to date information.
- Work with Lead Marketing and Communications Strategist, develop new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources.
- Provide marketing information by answering questions and requests related to the CCR.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- In coordination with the marketing and communications team, plan, design and oversee advertising and promotion activities including print, online, electronic media, and direct mail related to the CCR.
- Establish and maintain relationships with agency partners, including media and vendors.
- In coordination with the marketing and communications team, maintain a consistent corporate image throughout all product lines, promotional materials, and events.
- Assist other departments within organization to prepare manuals and technical publications related to the CCR and related programs.
- Represent ACCESS and the CCR to the general public, including but not limited to outreach to various constituencies, and on boards and committees in furtherance of program priorities.

### **Position Requirements**

- Belief in ACCESS' mission to provide food, warmth, and shelter.
- Bachelor's degree with relevant emphasis.
- Minimum three years of communications, marketing, or similar experience.
- Demonstrated experience with web design, CMS and all social media platforms.
- Ability to maintain client, vendor and intra-departmental confidentiality.
- Excellent organization, writing and communication skills.
- Excellent computer skills, including thorough knowledge of Microsoft Office, Office365, Wordpress, JIRA and Adobe Creative Suite.
- Ability to work independently and collaboratively.
- Valid Oregon driver's license with record that is acceptable under ACCESS' insurance policies.

### **Preferred Qualifications**

- Bilingual in English & Spanish

**Apply by Sending Application, Cover Letter & Resume To**  
ACCESS Attn: Human Resources; 3630 Aviation Way, Medford, OR 97504  
OR Email [hr@accesshelps.org](mailto:hr@accesshelps.org)

Visit [www.accesshelps.org](http://www.accesshelps.org) for more information.

*ACCESS provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, ACCESS complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.*

