

Position: Communications & Engagement Associate (**Part-Time**)

General Summary:

The Communications & Engagement Associate is a collaborative, mission-focused, and results-driven brand steward position. This position is responsible for developing and executing the marketing, and communications strategy to generate broader community awareness and engagement **with a strong focus on social media**. Key functions include utilization of social, digital and traditional media, and written communications to push out messaging and virtual programming; website management; and limited graphic design and other duties as assigned. This position is responsible for ensuring a consistent brand and message experience that aligns with Surrey's mission and the standards of excellence.

Specific Duties and Responsibilities:

Social Media

- Assist in the design and implementation of a social media strategy to generate a culture of engagement across all social media platforms between Surrey and its stakeholders, including donors, partners, industry leaders and community residents.
- Assist in production of monthly e-newsletters. Develop informative and engaging copy, secure photos, and coordinate data and other content as needed.
- Coordinate and design monthly program calendar(s).
- Manage the distribution of virtual programming content through Constant Contact and social media.
- Create published content (short videos, compelling narratives and images). Capture meaningful stories that illustrate the impact of Surrey's programs and services.
- Manage social media marketing and messaging campaigns and day-to-day posts. Monitor, listen, engage and respond to users.

Website Management

- Assist in maintaining Surrey's website by ensuring that new and accurate information is posted on a regular basis.
- Implement a plan to increase the SEO to generate traffic to foundation website, make the site friendlier to search engines, build links, and market the unique value of the foundation site.

Marketing Collateral

- Assist with the creation of fundraising and other marketing materials including printed brochures, email campaigns, annual reports, press releases, advertisements, flyers, invitations, etc.
- Develop copy, secure photos, and coordinate data and other content as needed.

Brand Ambassador

- Identify opportunities for Surrey to increase the visibility of its mission, impact and strategic priorities through fundraising events and other activities.
- Help train and coach staff and stakeholders to be effective brand ambassadors on social media.
- Engage staff regularly to generate compelling content for the website, social media, and print.

Qualifications and Experience:

- Bachelor's degree or the equivalent in related experience
- Must have at least three years communication, marketing and/or media experience.
- Knowledge of digital marketing and traditional communications, and public relations.
- Excellent interpersonal, verbal and written communication skills
- Demonstrates good time management skills and the ability to organize his/her work effectively, while working on multiple projects.
- Ability to work independently and in a team environment.
- Must have the ability to work a flexible schedule.
- Demonstrates the ability to be fiscally responsible.
- Proficient in and familiar with Adobe Creative Suite, Google Analytics, WordPress, Constant Contact, Microsoft Office suite, and social media channels.
- Demonstrates an understanding of and strong belief in the mission and strategic goals of the organization.

Surrey is an Equal Opportunity Employer.

Please email resume to the Human Resources Department at jobs@surreyservices.org