



## Job Description: Communications and Marketing Specialist

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Status: Full Time	Date: February 2025
Category: Non-exempt	Supervisor: Dir. of Mission Advancement
Salary: \$22.50 – 26.50 / hour dependent on experience	Approved by: Personnel Committee

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Chum is a non-profit 501(C)3 organization in Duluth, MN, serving about 8,000 low-income, homeless, hungry, isolated, and otherwise marginalized community members annually. Over forty faith-based communities in Duluth are part of CHUM whose mission is *"People of faith, working together to provide basic necessities, foster stable lives, and organize for a just and compassionate community."* Essentially a social safety net services for people experiencing homelessness, poverty, and marginalization, CHUM operates an Emergency Shelter, Family Shelter, Drop-in Center with a Health and Wellness Clinic, Winter Warming Centers, Food Shelf, Street Outreach, and supportive services for people living at the Steve O'Neil Apartments and the St. Francis Apartments. CHUM's advocacy focuses on policy and systems changes to help improve the lives of people who turn to CHUM for services.

**SUMMARY:** Develops effective messaging and communication strategies that raise CHUM's profile and recognition throughout the community. Markets all of CHUM's programs utilizing all forms of media, including press releases and digital campaigns, print materials, social media, audio and video content and more. Creates or oversees the creation of promotional and informative materials for both internal and external communication strategies. Provides technical assistance and support for the production of all CHUM Special Events to increase the organization's short and long-term financial and programmatic goals.

### ESSENTIAL DUTIES AND RESPONSIBILITIES;

#### Communications

- Develop and implement CHUM's annual communications and marketing plan. This includes coordination of public relations activities, and the design and production of the agency's website, e-newsletters, annual reports, brochures, on-line giving portals, social media platforms and other publicity materials. It also includes the communications needs of each CHUM department.
- Provide technical communication support to CHUM Departments.
- Maintain social media platforms (Facebook, Twitter, Instagram, YouTube) creating a schedule of postings to highlight CHUM's programs and activities
- Consult with executive management to develop effective communication procedures and policies for various situations or crises
- Coordinate the writing, design, production and distribution of all promotional materials as determined by the annual plan.
- Utilize photography and videography skills for on-line platform and print media content creation
- Develop and maintain relationships with area media outlets and journalists.
- Coordinate all publicity activities, including press releases, press kits, media interviews, and

public speaking engagements related to CHUM's programs, special initiatives and events.

- Draft press releases and speeches following organizational news
- Track public communication: i.e., social media, newspaper articles, radio & TV stories, involving housing, homelessness and CHUM

### **Marketing**

- Design strategy and innovative marketing campaigns to develop and grow CHUM's social media presence and interactions, promoting CHUM's mission and programs to new audience segments utilizing appropriate online platforms.
- Investigate the performance of CHUM's marketing and social media campaign effectiveness through key evaluative performance metrics.
- In collaboration with the Director of Development, develop and implement messaging in support of Development strategy and campaigns.
- Establish and maintain relationships with new and existing supporters through networking and prospecting.
- Create style guides and brand voice outlines for all CHUM departments

### **Special Events**

- Provide technical support to Development initiatives, coordinating fundraising events including but not limited to the Rhubarb Festival, and Holiday Concerts.
- Provide technical support to the Congregational Outreach and Advocacy Coordinator, coordinating events including but not limited to: Walk a Mile, National Night Out, Assemblies, Legislative Send Off, JRLC and MCH Days on the Hill, and the Homeless Memorial Vigil.
- Provide technical support to the Director of Distributive Services, coordinating events including but not limited to: the March SHARE Food Drive, Volunteer Recognition Events, the Letter Carrier's Drive, Scouting for Hunger, and the Backpack Distribution event.
- Annually prepare an income and expense budget for CHUM Communications and Marketing
- Provide staff support to the Communications Committee and Special Events Committee.
- Coordinate technical volunteers and/or contract with personnel/agencies as required to implement annual marketing and communications plan.

### **QUALIFICATION REQUIREMENTS:**

**Education and/or Experience:** Bachelor's degree (B.A.) in Communications, Journalism, English, Marketing or related field; plus two to three years related experience and/or training; or equivalent combination of education and experience. Proven effective experience in one or more of the following areas: Social media, marketing, public relations. Computer skills, including experience using word processing, donor data base, and design software.

**Language Skills:** Ability to read, analyze and interpret general periodicals, professional journals, and professional texts. Ability to write reports, business correspondence, flyers, brochures, articles and news releases. Knowledge of the Associated Press style guide. In-depth knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing and social media. Ability to effectively present information and respond to questions from donors, foundation representatives and the general public. Ability to speak in an effective and compelling manner with individuals, organizations and media. Ability to portray the work of CHUM in a faith-based context.

**Mathematical Skills:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret graphs. Intermediate level Excel.

**Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

**Certificates, Licenses, Registrations:** Valid Minnesota Driver's License.

**Other Skills and Abilities:** Self-motivation, mediation/negotiation, compassion, listening skills. Must be flexible, adaptable and resourceful. Competent in Microsoft Office Suite (Word, Excel, PowerPoint) and Google equivalents; graphic design and video editing software.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls. The employee is required to stand, walk, reach with hands and arms, and talk or hear.
- The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- While performing the duties of this job, the employee occasionally works near moving mechanical parts.
- The noise level in the work environment is usually moderate.

#### **EMPLOYEE BENEFITS**

Employees of Chum enjoy an exciting benefits package which includes the following:

- Paid Time Off (PTO)
- Paid Holidays + 2 Floating Holidays
- Bereavement Leave (3 days)
- Employee Assistance Program (EAP)
- Financial Support of Educational Opportunities
- 403b Retirement Account
- Dental, Life, and Health Insurance
- Short- and Long-Term Disability Insurance
- Health Savings Account (HSA)
- Mandatory Benefits as defined by law

#### **APPLICATION DEADLINE:**

Please send a cover letter and resume by e-mail to [Chum@Chumduluth.org](mailto:Chum@Chumduluth.org) with "Communications & Marketing" in the subject line. Resumes will be reviewed as received and the position will be open until filled. People of color are strongly encouraged to apply.