



UMBRELLA PROJECT



Director of Marketing & Communication

Reports to: Umbrella Project Founders

15 hours/week

Summary:

Umbrella Project is seeking a Director of Marketing & Communication to be responsible for the planning, development and implementation of all of Umbrella Project's marketing strategies, marketing communications, and public relations activities, both external and internal. The Director of Marketing & Communications supports UP's mission and objectives, ensuring consistency in voice. The right person for this role is a highly motivated individual with experience and a passion for marketing and communications, including social media and creating content. In the future, this role may manage associates.

Responsibilities:

- Plan and execute brand awareness campaigns, and other marketing efforts
- Execute email marketing campaigns, including The Forecast and invitations to First Looks
- Make regular updates to the website, including creating new pages, editing and updating existing content, and creating blog posts.
- Create materials for events and initiatives
- Manage social media campaigns and day-to-day activities. Duties include post-planning, content creation, outreach efforts, etc.
- Manage presence in social networking sites including Facebook, Twitter, Instagram, Snapchat and other similar community sites.
- Become an advocate for UP in social media spaces, engaging in dialogues and answering questions where appropriate
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Monitor trends in social media tools, trends and applications
- See readings and productions in Umbrella Project network and report to the team

Qualifications:

- Strong organizational skills
- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Instagram, YouTube, Twitter, Pinterest, Snapchat etc.) and how they can be deployed in different scenarios
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
- Team player, with the confidence to take the lead and guide others when necessary
- Creative thinker with good technical understanding and can pick up new tools quickly
- Ability to plan, organize, and execute multiple projects with timeliness and accuracy
- Public relations, Marketing, Sales, Community Management experience, a plus, but on-the-job training is also possible

TO APPLY: Send a resume and work samples to Gavin Reub at greub@umbrellaprojectnw.org.

This is a volunteer position at this time. We hope to offer competitive stipends in the coming year.

Umbrella Project expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Umbrella Project is dedicated to Anti-Oppression and Equity.