

Institute for Nonviolence Chicago

Position Description

Title: Communications and Marketing Specialist

Informed by a philosophy of Nonviolence, the Institute for Nonviolence Chicago establishes caring and sustained relationships with participants impacted by the cycle of violence. We will emphasize partnerships with community members, leaders, social service providers, and local law enforcement to reduce community levels of violence. We will help create a safer, healthier environment for community members and their families. These general approaches will be specifically addressed using four major methods: Street Outreach, Individualized Service Provision, Accompaniment, Victim Support Services, and Nonviolence Training.

Essential Functions:

Assists Director of Development and Communications in the development and execution of the agency's external Communications program including strategic media relations, marketing, and public awareness. Works with diverse staff and other individuals and groups.

Under the general supervision of the Director of Development and Communications

Responsibilities:

- Responsible for the development of agency news stories, utilizing techniques such as news releases, media advisories, pitch letters, photo opportunities, public service announcements, and telephone contact.
- Responsible for all stages of production of general agency brochures as assigned including researching, writing, editing, design, and printing.
- Manages website and social media accounts and generates and updates social media content on all platforms.
- Participates in the planning, coordination, and production of internal and external agency newsletters.
- Assists with agency-wide branding and identity program, including coordination and maintenance of verbal and graphic communications standards.
- Plans and implements promotional efforts for agency-wide special events including pre and post event publicity.
- Tracks agency reports and writes summaries that highlight measurable results and outcomes to reinforce the agency's achievements and bolster funding.
- Maintains media mailing lists to ensure accuracy. Creates additional lists to reach targeted audiences.
- Compiles research and statistics on gun violence pertinent to the agency's mission in order to position the agency's programs and services as helping the general public and the communities served.
- Supervises production and maintenance of agency news clips and files. Conducts interviews with agency staff and participants as appropriate.

- Keeps abreast of current developments in the communications field by attending professional seminars and meetings.
- Works effectively with diverse staff and other individuals and groups.
- Photographs and videos events and keeps them catalogued. Also keeps photo and video release forms.
- Operation and maintenance of audio and visual equipment including laptop, cameras, microphones, lights and other peripheral items associated.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's Degree in Communications and/or Marketing or related field from an accredited college or university.
- Excellent oral and written communications skills.
- Exceptional interpersonal and work management skills.
- Demonstrates high degree of initiative.
- Able to work independently and manage multiple projects in an organized and timely fashion.
- A valid driver's license and transportation to get to events in various parts of the city.
- Ability to work effectively with diverse individuals and groups.
- Facility with standard business software packages (Microsoft) and Windows-based desktop and laptop computers.

PROFICIENCIES:

- Common social media management tools: Hootsuite, Twitter, LinkedIn, Facebook, Instagram, SnapChat, bit.ly, TikTok
- Graphic design software: Canva, Adobe Creative Suite
- Web design: Wix
- Video and Photography shooting and editing: YouTube, Vimeo
- Experience with Little Green Light or other CRM

To apply, please send a cover letter along with your resume to lisas@nonviolencechicago.org.

Institute for Nonviolence Chicago -- EEO Statement

Institute for Nonviolence Chicago 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, Institute for Nonviolence Chicago complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.