Position: Marketing Specialist
Location: Springfield, IL or Peoria, IL
Position Type: Full Time
Overview: The Marketing Specialist is a full-time salaried position that reports directly to the Development Director. The Marketing Specialist is responsible for creating, designing, and writing marketing assets and then implementing a marketing strategy that will help RMHCCI reach its overall goals to advance the organization's brand and fundraising efforts.
Salary: $40,000 - $45,000 annually

Responsibilities:

- Create and repurpose graphics for print, web, social media, and e-mails using Global RMH standards.
- Write/edit copy and manage design/development of a range of marketing materials, including but not limited to event flyers, event invitations, logos, email marketing content, presentations, press releases, newsletters, family and donor testimonials, event materials, annual report, and other content, for both print and digital.
- Maintain the RMHCCI brand through all online and offline channels to engage the community, donors, volunteers, and families.
- Lead the day-to-day social media storytelling and strategy (Facebook, Twitter, Instagram, LinkedIn, etc.), including creating, curating, and posting content and visual assets for a 365-day content calendar, paid advertising, and campaign execution for RMHCCI. This includes community management and reporting for all platforms. Solicit content and other contributions from Program Directors, Volunteer Coordinator, Development Director, CEO, and Board members.
- Serve as key social media contact point on daily basis and during real-time or critical, unplanned events.
- Coordinate team resources to ensure social media and other digital responses are high quality, use proper spelling/grammar, convey information accurately, and are completed within our established timeframe.
- In conjunction with Development Director, create and deploy monthly email newsletters using Benchmark (or a similar system) and e-mail invitations. Ensure content between newsletters and social media posts relate to each other; manage e-newsletter database; tracking new contacts and unsubscribed contacts; working bounce list.
- Eventually, be able to effectively and independently manage RMHCCI website
- Provide event support and coordination in conjunction with Development Director; serve on event committees and attend all events providing marketing and communications support.

Criterion:

- Proficient in social media analytics, including preparing analytics reports, and using research to inform decision-making regarding social media, online advertising, promotions, and use of photos/videos or other assets.
- Proficient knowledge of social media platforms including Twitter, Facebook, Instagram, and LinkedIn; experience using social media scheduling tools (Hootsuite, for example)
- Skilled in Illustrator, InDesign, Photoshop, Microsoft Office, and Adobe Creative Cloud
- Basic understanding of WordPress
- Excellent written and editorial skills with sound understanding of writing for social media and email audiences.
- Strong interpersonal skills
- Proven experience in project and time management
- Ability to respond quickly to changing priorities
- Experience in print, social media and digital marketing
- Bachelor's degree in marketing, non-profit organization, graphic design, or similar

If interested, please submit resume and cover letter to Kendyl Wear at kw@rmhc-centralillinois.org by January 5ᵗʰ.

Equal Opportunity Employment Statement
RMHC is committed to equal employment opportunity both in principal and in fact. All employment decisions including, without limitation, decisions regarding recruitment, selection, hiring, compensation, benefits, training, advancement, discipline, termination, layoff, return from layoff, and other terms, conditions, and privileges of employment, are based on individual qualifications, without regard to race, color, religion, national origin, sex, age, disability, sexual orientation, marital status, or any other status not listed here protected by law.