



Job Title:	Community Engagement Specialist
Department:	Community Engagement
Position Reports To:	Community Engagement Director
FLSA Status (Exempt or Non-Exempt):	Exempt

Position Summary:

The Community Engagement Specialist is responsible for the marketing (digital and print), fund development, and administrative aspects of the Community Engagement Department through managing the Frameworks website and social media accounts; managing the biweekly blog process; managing official email communications; managing the donor database and the donation process; providing donors with acknowledgement letters, birthday cards, and other forms of mailed stewardship; developing content for development and traditional marketing media, and developing original graphic designs to support the creation of digital and printed content. The Community Engagement Specialist also executes the Annual Development Strategy through the identification of prospective donors, cultivating donor relationships, and soliciting and stewarding donor gifts. The Community Engagement Specialist also works closely with and assists the Community Engagement Director with strategy development, community relations, and fundraising activities.

Essential Functions:

- Develops and manage the content of the Frameworks website, helping to drive traffic with fresh, relevant material in tandem with digital marketing volunteers and with the direction of Executive Director and Community Engagement Director
- Develops engaging and relevant content for Twitter, Facebook, LinkedIn, and Instagram to be reviewed by the Community Engagement Director. Monitors analytics to make changes in strategy as necessary
- Develops strategies to enhance the overall Frameworks brand through participating in site visits and program tours to capture stories and narratives to create a robust pipeline of content and supports media relations and PR to enhance the awareness of the organizational mission in the community
- Creates and enforces procedures to standardize brand guidelines across all departments
- Executes the organization's communications strategy through the development and execution of a common language across all programmatic and marketing content and materials
- Develops blog content reviewed by Community Engagement Director for approval, post, and optimize that material to drive search engine traffic
- Develops official emails (i.e. newsletter and other communications) to be reviewed by the Executive Director and Community Engagement Director. Determines relevant audiences and schedules and sends accordingly
- Manages donor partnerships including direct fundraising responsibility to identify, cultivate, solicit, and steward donors and potential donors through utilizing DonorPerfect software and Microsoft Excel to analyze donor data and develop a strategy for donor engagement
- Enters in all charitable donations, contacts, and other relevant information in DonorPerfect accurately and provides reports based on that information and manages Frameworks' Network For Good account



- Provides timely receipts/ acknowledgment letters to donors to be signed by the Executive Director. Additionally, provides copies of handwritten thank you notes to the Community Engagement Director to sign and prepares all such documents for mailing
- Manages systematic stewardship processes including birthday cards and stewardship letters – to be reviewed by the Community Engagement Director and Executive Director
- Connects with donors regarding credit card processing issues, honoring acknowledgments, and other necessary instances
- Assists the Community Engagement Director in the planning and execution of all major fundraising activity including but not limited to the annual luncheon, annual fund drive, Give Day Tampa Bay, and #GivingTuesday

Additional Responsibilities:

- Monitors the official Frameworks contact email
- Assists with the grants process as necessary
- Represents Frameworks at community events
- Assists with graphic design
- Manages program photo collection
- Performs all other duties as required

Knowledge, Skills, and Abilities:

- Basic fundraising and marketing knowledge
- Basic knowledge of education as a sector and practice
- Math, reading, written communication, oral communication, and reasoning ability – college level
- Ability to work collaboratively with a variety of people
- Ability to take direction from others
- Ability to be self-managed but work well to support a team effort
- Work well under time constraints and in stressful conditions
- Strong organizational skills to work independently and manage assigned projects
- Maintain a professional demeanor and appearance
- Efficient time management and prioritization skills

Education/Training:

- Minimum Bachelor's Degree in Marketing, Communications, Nonprofit Management, or a related field
- Digital marketing experience a plus
- IRS/tax-related knowledge about charitable donations a plus
- Knowledgeable and familiarity with Microsoft Office Suite, WordPress or related website management system, Constant Contact or related system, Hootsuite, Adobe Creative Suite, DonorPerfect or related donor management system a plus

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. While performing the duties of this job, the employee is regularly required to talk and hear. This position requires the ability to occasionally lift office products and supplies, up to 20 pounds.



Other Requirements:

- Travel - will require to travel up to 25%
- Must possess a valid State Driver's License with a good driving record
- Access to a vehicle/listed as an insured driver with the ability to travel locally for company business
- Must successfully pass a pre-hire background check, education verification, and drug testing evaluation

Supervision/Contacts:

- Receives direct supervision from the Community Engagement Director and indirect supervision from the Executive Director and other Leadership Team members
- Daily contact with Frameworks' employees and management
- Direct and regular contact with board members, volunteers, donors, and community partners

Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines, calculator, alarm, reference books, and automobiles.