Job Title	Marketing & Communications Specialist
Department	Development
Supervisor	Managing Director of Development
FLSA Status (Exempt or Non-exempt)	Exempt
Job Description Updated	October 2026

About Frameworks

Frameworks of Tampa Bay is a nonprofit organization dedicated to equipping children and the adults who support them with the emotional intelligence skills needed to become kind, collaborative, and capable citizens. Through partnerships with schools, educators, families, and community organizations, Frameworks helps young people develop the skills to understand and manage emotions, build healthy relationships, navigate challenges, and thrive in school, work, and life.

As Frameworks continues to grow its reach throughout Tampa Bay, we are seeking a creative and strategic Marketing & Communications Specialist who can help us tell our story, expand our visibility, and establish Frameworks as both a leading provider of emotional intelligence programming and a trusted thought leader in the field.

Position Overview

The Marketing & Communications Associate will help develop and execute Frameworks' overall marketing and communications strategy, with a strong emphasis on digital presence, storytelling, social media, website strategy, photography, and video.

We are looking for someone who is more than a content creator. The ideal candidate is a creative thinker and strong storyteller who is constantly considering new and interesting ways to increase awareness of Frameworks and our impact. This person should be equally comfortable thinking strategically about our brand and rolling up their sleeves to take photographs, capture video, create social content, interview a student or educator, and identify the story behind the work.

This position does **not** have responsibility for event planning or event management.

Key Responsibilities

Marketing Strategy & Brand Visibility

- Help develop and implement an integrated marketing and communications strategy aligned with Frameworks' strategic priorities and growth goals.

- Identify creative opportunities to increase Frameworks' visibility throughout Tampa Bay and beyond.
- Strengthen Frameworks' positioning as both a high-quality provider of emotional intelligence programming and a thought leader on emotional intelligence, youth development, education, leadership, and community well-being.
- Develop creative campaigns and storytelling opportunities that distinguish Frameworks and bring our mission and impact to life.
- Monitor marketing trends and recommend new platforms, approaches, partnerships, and opportunities that could expand Frameworks' reach.
- Help ensure consistent messaging, voice, and visual identity across all communications.

Social Media Strategy & Content

- Develop and implement Frameworks' social media strategy across LinkedIn, Instagram, and Meta/Facebook.
- Create and manage an editorial/content calendar that supports organizational priorities, programs, partnerships, fundraising, and thought leadership.
- Develop engaging written and visual content tailored to each platform and its audience.
- Identify opportunities for timely, relevant content that allows Frameworks to contribute meaningfully to conversations about emotional intelligence, education, youth development, parenting, leadership, and community.
- Track engagement and audience growth and use analytics to continually refine strategy and content.
- Develop strategies that encourage staff, board members, partners, and supporters to amplify Frameworks' content and reach.

Website Strategy & Content

- Oversee the content strategy for the Frameworks website, ensuring it remains current, engaging, accurate, and aligned with organizational priorities.
- Regularly evaluate the website from the perspective of key audiences, including schools, educators, parents, community partners, donors, and prospective supporters.
- Create and update website content, including program information, impact stories, blogs, news, and thought-leadership content.
- Use website analytics and other data to recommend improvements to content, navigation, and user engagement.
- Coordinate with external website or technical partners as needed.

Photography, Video & Visual Storytelling

- Regularly photograph and capture video of Frameworks programming, students, educators, staff, partners, and organizational activities.
- Develop a strong library of high-quality photography and video that authentically represents Frameworks' work and impact.

- Create and edit short-form video content for social media, the website, presentations, and other communications.
- Help identify compelling stories and determine the best format for telling them through photography, video, written content, or a combination of media.
- Play a key role in developing Frameworks' annual fundraising video, including helping shape the concept and story, identifying participants and locations, capturing footage, conducting interviews, and coordinating with external production resources when appropriate.
- Maintain organized photo and video assets and ensure appropriate permissions and releases are secured.

Storytelling & Thought Leadership

- Seek out stories that demonstrate the impact of Frameworks' work with students, educators, families, and community partners.
- Interview students, educators, staff, partners, and other stakeholders to develop compelling impact stories.
- Work with organizational leadership and subject-matter experts to translate their expertise into accessible and engaging content.
- Identify opportunities for Frameworks leaders and staff to contribute to community conversations through articles, social media, speaking opportunities, media, podcasts, and other channels.
- Help build a consistent thought-leadership presence that demonstrates why emotional intelligence matters at every stage of life.

Brand Management & Creative Development

- Serve as the day-to-day steward of the Frameworks brand, ensuring a consistent and professional visual identity and voice across all external communications.
- Maintain and help evolve Frameworks' brand standards, including appropriate use of logos, colors, fonts, imagery, messaging, and overall visual style.
- Create and design marketing and communications materials, including flyers, one-pagers, program materials, digital graphics, presentations, advertisements, and other collateral.
- Review and approve outward-facing materials created by Frameworks staff to ensure they align with established brand standards and accurately represent the organization.
- Develop easy-to-use templates and resources that allow staff to create materials while maintaining brand consistency.
- Work collaboratively with program, development, and leadership staff to translate their needs into clear, engaging, and visually compelling materials.
- Coordinate with outside designers, printers, photographers, videographers, and other creative vendors when additional expertise or capacity is needed.
- Ensure photography, video, graphics, and written content collectively reflect the quality, professionalism, warmth, and impact of the Frameworks brand.
- Continually look for opportunities to strengthen and modernize the Frameworks brand as the organization grows, while maintaining consistency and recognition in the community.

Qualifications

- Bachelor's degree in marketing, communications, public relations, journalism, digital media, or a related field, or equivalent professional experience.
- 2-4 years of experience in marketing, communications, social media, digital content, or a related role.
- Strong writing, editing, and storytelling skills.
- Demonstrated experience managing social media platforms, particularly LinkedIn, Instagram, and Facebook.
- Experience with photography and videography, including confidently capturing high-quality images and video in real-world environments.
- Experience creating and editing short-form video and visual content.
- Familiarity with website content management systems and basic website analytics.
- Ability to understand data and use analytics to improve marketing decisions.
- Strong organizational and project-management skills.
- Ability to manage multiple priorities and work both independently and collaboratively.

What We Are Looking For

The right person for this role will be:

- Creative and curious — someone who sees possibilities and regularly brings forward new ideas.
- Strategic — able to connect individual posts, stories, videos, and campaigns to larger organizational goals.
- A natural storyteller — able to recognize what makes a story compelling and communicate it authentically.
- Visually minded — comfortable behind a camera and attentive to composition, quality, and brand.
- Proactive — someone who does not wait to be told what to post or what story to tell but actively looks for opportunities.
- Community-minded — interested in what is happening throughout Tampa Bay and how Frameworks can become more visible and engaged.
- Collaborative — comfortable working across programs, development, leadership, and external partners.
- Mission-driven — genuinely interested in helping children and adults develop the emotional intelligence skills they need to thrive.

Other Requirements

- Local travel - will require travel up to 50%.
- Valid state driver's license.
- Must pass background and fingerprinting check as well as drug test.

Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, alarms, and automobile. Option for remote work when applicable and discussed with supervisor.

Frameworks of Tampa Bay, Inc. is an equal opportunity employer.

Job duties are subject to change with or without notice based on business needs.

I certify that I have reviewed and understand all the requirements of performing this job and that I can meet each requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, without prior notice.

_____ _____

Employee Name (Printed) Date

_____ _____

Employee Signature Date

_____ _____

Supervisor Signature Date

_____ _____

Chief Executive Officer Signature Date