Job Title: Marketing & Communications Specialist
Department: Alliance for Medical Outreach and Relief (AMOR)
Supervisor: Executive Director
Status: At will, Full Time, Non-exempt
WC Code: 8810 - Clerical/Office
EEO Class: 2 - Professionals
Hours: Monday – Friday, 8:30 a.m. – 5:30 p.m., with afterhours as needed
Websites: http://amorelief.org/
Compensation: Commensurate with experience. Exceptional benefits package, including health, dental, vision, life, retirement, and daycare benefits.

Position Description:
AMOR is seeking a qualified candidate for a Marketing & Communications Specialist responsible for planning, developing, and implementing all the organizational marketing strategies, marketing communications, and public relations activities, both external and internal. This person would also develop support materials and services in marketing, communications, and public relations. Bilingual in English and Spanish is preferred.

Alliance for Medical Outreach and Relief (AMOR) is a 501(c) (3) community benefit organization that works strategically to build healthier communities in areas of concentrated poverty.

Essential Functions/Accountabilities:
- Serve as a writer, curator, and editor of AMOR’s communications, including but not limited to the AMORElief website, newsletter, and all social media channels, with special emphasis on integrating AMOR’s news and public information campaigns on health issues into other current event stories
- Maintain new content for the AMORWellness.org website
- Work with marketing and communications staff to implement, enhance, and report on broad social media/web strategies
- Coordinate AMOR’s social media endeavors from each individual account (Instagram, Facebook, and Twitter)
- Actively participate in a wide variety of social media activities such as blogging, community development and management, social bookmarking, commenting, etc. and is well-connected with the broader social media world
- Develop short- and long-term plans and budgets for the marketing/communications/public relations goals, monitor progress, assure adherence, and evaluate performance
- Interact with fellow colleagues and staff to organize, plan, and implement events, including the annual gala, seasonal campaigns, online campaigns, and community events
- Monitor external news and developments on issues of interest to AMOR with an eye toward opportunities for promotion of AMOR’s work on web and social media
- Monitor social mentions of the organization and relevant topics in health policy
- Engage, when appropriate, to build relationships with the community and key influencers
- Research, facilitate, and develop creative presentations of AMOR content for the web, social media, and business meetings
- Coordinate visual presentation of graphics across AMOR’s website, print publications, and social media outlets
- Assist in the identification, evaluation, and implementation of new technologies to further AMOR’s communication activities
- Communicate with national/international, regional and specialty media, including broadcast media to promote AMOR’s work
- Drafting and editing communication products such as press releases, and act as the organization’s representative with the media
- Ability to create great working relationships with all levels within the organization and with business partners
- Create presentations and deliver them as needed in the community and at partner events
- Design and implement marketing strategies aligned with organization goals
- Develop and implement digital campaigns to increase web traffic
- Manage and grow email database of donors through a retention strategy and cultivation of lapsed donors
- Manage Google AdWords grant and content
- Assist with Board development and outreach
- Actively participate in the development and implementation of an engagement strategy targeting the rural residents of West Fresno County including, but not limited to, community meetings, AMOR Wellness partner meetings and community events
- Assist in maintaining hours of operation of the AMOR Wellness Center, including using the Center as an intermittent site for daily work

**Competencies:**
- Strong organizational, writing and editing skills, with an emphasis on writing for the web and distilling content and clearly communicating complex policy information
- Knowledge of and passion for health policy issues is desired although not immediately required
- Knowledge of web-based communications tools and content-management systems; Experience with WordPress, Social Media Platforms, Content Management Systems and Email Newsletter platforms desired
- A deep familiarity with the social media landscape and the use of social media for marketing
- Familiarity with topical research and source verification
- Experience in media relations, including working with print and broadcast reporters
- Ability to handle a high volume of work and function in a fast-paced environment with minimal direction
- Highly self-motivated and directed, with keen attention to detail
- Exceptional written, oral, interpersonal communication and time-management skills

**Supervisory Responsibility:**
- None
Work Environment:
- This job mainly operates in the professional office environment and occasionally in the field

Physical Demands:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodations.
- Must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds
- Requires frequent sitting, walking, and standing
- Utilization of office equipment (fax, phone, and computers)
- Operation of cameras and related video and photography equipment

Position Type/Expected Hours of Work:
- This is a full time at will position, and work hours are typically Monday through Friday 8:30 a.m. to 5:30 p.m. Occasional evening and weekend work may be required as department needs demand.

Travel:
- Travel is primarily local within the city of Fresno and Clovis, with some travel to Mendota and throughout Fresno County

Work Authorization:
- Must be eligible to work in the United States

Minimum Requirements:
- Ability to work in a team-oriented, collaborative environment
- Bachelor’s degree in communications, journalism or other relevant field desired
- 2-5 years’ experience in online communications/social media or media relations
- Non-profit experience preferred
- Bilingual Spanish preferred

This job description documents the general nature and level of work but is not intended to be a comprehensive list of all activities, duties, and responsibilities. Job incumbents may be asked to perform other duties as required.

Employee Name: _______________________________ Date: ______________

Employee Signature: ___________________________