



**Position Title:** Communications and Marketing Specialist

**Reports To:** Associate Executive Director

**Collaborates With:** Communications Team, Project Directors, Project Managers

**FTE/Classification:** 1.0 FTE, Exempt

**Location:** This is a work from home position.

The Center for Applied Research Solutions (CARS) is a California 501 (c)(3) nonprofit organization dedicated. Our mission is to foster safe, healthy, and engaged people and communities.

CARS leads multiple projects related to health equity, reducing health disparities, supporting LGBTQ+ communities, and antiracism in the behavioral health field. CARS is committed to promoting justice, equity, diversity, inclusion, and belonging in our communications. We welcome applications from candidates who identify with traditionally underserved and marginalized communities (including but not limited to racial, ethnic, sexual orientation, gender orientation, and disability identities), and/or who have substantial experience in communications and outreach work with these communities.

**General Description:** The Communications and Marketing Specialist supports CARS with marketing strategy and written communications, with a focus on social media. The Communications and Marketing Specialist is primarily responsible for developing written communications (e.g., newsletters, social media posts, website content); developing and implementing marketing strategies; and engaging in activities to expand outreach.

This individual will be an integral member of the Communications Team at CARS. They will be responsible for developing newsletters, social media posts, and other field-facing communications, with appropriate guidance from other staff. Working with the Communications Team and other CARS staff, they will plan and implement creative campaigns to support CARS projects (e.g., awareness month campaigns). They will track, analyze, and make recommendations based on social media engagement data. They will also engage in direct social media engagement, including identifying other organizations to follow and strategies to improve reach.

## **ESSENTIAL FUNCTIONS**

### ***Writing (50%):***

- Review content and coordinate final approval for website, newsletters/announcements, and social media.
- Copyedit and tailor finalized copy as needed for website, newsletters, and social media channels.
- Develop content for newsletters, social media posts, and other external communications.
- Format written content in CARS' preferred dissemination platforms (i.e., Loomly for social media, Constant Contact for newsletters).

- Review written materials and products for accessibility.

**Marketing (50%):**

- Develop, design, and implement marketing strategies that align with campaign promotion.
- Provide creative recommendations for communications campaigns to increase web traffic/event registration.
- Generate innovative ideas to promote project products and events.
- Conduct field analyses to continually expand social media outreach.
- Support social media engagement activities (e.g., likes, retweets).
- Ensure brand consistency throughout all marketing channels.
- Use paid marketing (e.g., boosted social media posts) to promote messaging.
- Track and report campaign data.

**REQUIRED COMPETENCIES (Knowledge, Skills, Abilities)**

The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Strong writing skills, with a focus on social media and marketing communications
- Understanding of and experience with multiple social media platforms
- Strong organizational skills and ability to coordinate tasks across multiple staff members and platforms
- Effective interpersonal communication skills
- Understanding of and experience with social media analytics, audiences, and strategy
- **Strongly Preferred:** Experience engaging racially, ethnically, culturally, and/or linguistically diverse communities, either directly or through communications and outreach
- **Preferred:** Experience working in the nonprofit, social services, or community sectors, especially in mental health or substance use fields

**TECHNICAL SKILLS**

Candidate should have proficiency with the following platforms or willingness and ability to learn to use them:

- Loomly
- Constant Contact
- Smartsheet
- Microsoft Teams
- Microsoft Office (Word, PowerPoint)
- Adobe Express
- Canva
- Google Analytics

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in communications, marketing, English, or a similar field, or minimum of 4 years' experience in marketing or communications.
- Minimum 3 years' related experience in marketing or communications.

CARS offers a small business environment and an excellent benefit package. CARS provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual or gender identity, or genetics. We strongly encourage and seek applications from people of color, including bilingual and bi-cultural individuals, members of the lesbian, gay, bisexual, and transgender communities, and those with lived experience with mental health challenges.

**Salary Range:** \$90,000 – \$115,000 annually

To Apply: Submit a current resume and cover letter explaining your interest in the position by **January 6, 2023**. All materials should be sent electronically to [carshr@cars-rp.org](mailto:carshr@cars-rp.org). No phone calls please. This position will remain open until filled. Thank you in advance for your interest