



Communications and Outreach Specialist	
FLSA Status: Full time, non-exempt	Reports To: Development Coordinator

Position Summary

The Communications and Outreach Specialist is a highly skilled and motivated individual who oversees the execution of marketing initiatives, managing digital content such as social media and the ACAM website, providing digital engagement opportunities for partner organizations, programmatic outreach, **and** programmatic support.

The ideal candidate has experience in communications and/ or nonprofit and is interested in a career in strategic nonprofit communications and outreach.

Essential Job Functions

Communications:

- Generate content for social media, make general website updates, and assist in executing multi-channel communications strategy. and updating the ACAM website in consultation with ACAM's social media/website consultant.
- Review social media channels and website analytics. Identify any trends or issues that need to be addressed.
- Develop and maintain social media posts that align with the marketing calendar. This includes creating graphics, writing captions, and ensuring posts are consistent with the organization's brand.
- Provide digital engagement opportunities for partner organizations, such as shared content, cross-promotion, or joint online events.
- Engage with followers on social media platforms by responding to comments, sharing relevant content, and building an online community around the organization's programs.
- Assist with drafting copy for marketing materials, press releases, and newsletters as requested by the Program Advancement and Grants Manager.
- Assist in the creation of digital, video, audio, and print content including reports for relevant stakeholders, funders, and nonprofit organizations.
- Provide and/or coordinate training and support to staff on communication tools and technologies.

Programmatic Outreach and Support:

- Support CRM development and maintenance.
- Collect program outcome reports, or other duties as needed by the development department.
- Assist with the Continuous Quality Improvement (CQI) meetings.
- Monitor calls, voicemails, and online screening forms, such as the Housing Stability Screener. Make appropriate referrals based on client needs. Conduct warm referrals with ACAM vendors.
- Support administrative aspects of ACAM's annual luncheon event and other major events.
- Represent ACAM in the community through Education & Outreach Program.
- Work closely with the Training and Engagement Coordinator to create marketing materials for events and training sessions. This includes developing flyers, email invitations, and

- promotional content.
- Other programmatic outreach and support duties as assigned.
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Education/Training

- Bachelor's degree from an accredited university required.
- Degree in Business Administration, Government, Communications, or related field preferred.

Experience and Qualifications

- Two years of relevant experience in an office setting, preferably at a nonprofit.
- Demonstrated history of adaptability, ability to prioritize, and strong organizational skills.
- Exceptional reasoning and reading comprehension skills required.
- Impeccable copy-editing skills.
- Interest or experience in general marketing, content creation, graphic design, and social media.
- Exceptional oral and written communication skills, including strong spelling and grammar
- Must demonstrate strong interpersonal skills and attention to detail.
- Proficient computer skills, especially with Microsoft Excel, Outlook, PowerPoint, & Teams, and familiarity with social media/communications platforms like Zoom, Facebook, and Twitter.
- Ability to operate general office equipment.
- Bilingual (English and Spanish) preferred.

Compensation

- \$42,500 – \$47,000
- Medical, dental, vision provided
- Pension provided after six months. Contributions of 15% are made by ACAM, without employee match required. Contribution amount Board Discretionary.

Equal Opportunity Employer

ACAM is an Equal Opportunity Employer. The Board of Directors and its agents, officers and staff members shall not discriminate on the basis of gender, race, disabling condition, age, color, religion, national origin, military status, or any other legally protected status outlined by federal, state, or local laws in making decisions regarding staff members or volunteers.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. ACAM makes hiring decisions based solely on qualifications, merit, and business needs at the time

Application

To apply, please submit your resume and cover letter to Amanda Renee Parker, Development Coordinator at aparker@acamweb.org. A cover letter must be submitted for your application to be considered. We encourage applicants to include print or digitally created content as supplemental application materials.