



NORTHEAST
COMMUNITY
CENTER ZONE

Position Description

Job Title: **Communications and Marketing Specialist, The ZONE/NECC**
Reports to: Jene Ray, Director The ZONE at NECC
FLSA: Full time. Hourly Non-Exempt

Position Description:

The Communications Marketing Specialist creates collateral, sends branded ZONE family newsletters, and updates websites for programs and events benefitting Northeast Spokane households. This role also supports data collection and visualization for various grants and programs. This role is the community and schools liaison for programs and events for students and families, as well as the conduit of needs and priorities from our families, schools, and neighborhoods back to The ZONE/NECC. This role works closely with the Grants and Foundation Relations Manager.

Fast paced, dynamic work environment. Evening events are required.

Organization Overview:

The ZONE is a place-based initiative of the Northeast Community Center supporting households, schools and neighborhoods in Northeast Spokane. Our foundational questions is: What does it take for your family to thrive? Resident-led and grant-funded, ZONE staff co-design 2-Gen programming aligned with the goals and priorities of students and families. We measure increased academic outcomes (attendance, behavior, coursework, social-emotional learning) for children and youth in the households, and whole family sense of belonging to school and neighborhood, decreased depression and anxiety, and financial stability. We partner with over 100 local organizations to support goals in our neighborhoods. More at www.thezonespokane.org and <https://www.necommunitycenter.com/wp/>

Primary Responsibilities and Specific Duties:

- Create and maintain collateral, such as: brochures, flyers, business cards, etc.
- Lead outward facing communications about The ZONE with residents through email communication, texting, monthly newsletters, social media, and websites
- Coordinate school family opportunities (maintain a current resources file)
- Maintain a tracking system for family engagement
- Serve as a liaison with Campus Community, CIS Coordinators, school staff members, and partner agencies
- Assist team members in visualizations of data for grant applications and reports
- Oversee updated bulletin boards
- Proficiently manage Social Media platforms: LinkedIn, Facebook, Instagram
- Annual Report layout
- Create surveys and forms to support programming and ensure program outcomes/grant deliverables are met
- Update website design and content for NECC, The ZONE, and Hillyard Farmer's Market
- Maintain campus/community calendar
- Host Steering Committee meetings and take meeting minutes
- Attend Neighborhood Councils, NEST, ONES, and agency meetings, and report priorities & key points back to NECC & ZONE leadership
- Coordinate Resource Fairs and other community events, including recruitment of tabling partners, raffles, themes, etc.
- Table at school/other events
- Promote activities and resources for the Hillyard Community Campus and the Northeast Community Center
- Connect with Agencies and other Northeast Partners to message events, courses, and resources
- Recruit staff & volunteers for community events

Skills and Personal Characteristics:

The selected candidate will be not only dynamic and outgoing, but strong in cultural knowledge and competence; comfortable with change; hold the ability to connect and empathize with community; and possess the energy and passion for serving northeast Spokane. Ability to actively listen and communicate/coordinate with staff of different types of organizations. Ability to work independently and as a team leader with partners across multiple organizations and schools. Must exhibit maturity and professionalism in personal behavior when officially representing the NECC/The ZONE and even when off duty.

Knowledge, Skills, and Abilities:

- Flexible-Self motivated
- Ability to work well with all types of people
- Knowledge of branding, design, and design software (ex: Canva)
- CRM or HubSpot proficiency and/or CRM administration experience
- Experience in data analysis, tech support, graphic design, and web design
- Mastery of MS Word, PowerPoint, Outlook, and Excel
- Demonstrated experience in effective collaboration and teamwork
- Excellent verbal, written communication, and organizational skills
- Successful experience with recruitment, promotional, and outreach strategies
- Ability to problem solve quickly and independently
- Ability to maintain composure in crisis situations

Other Requirements:

- Valid driver's license, clean driving record, and reliable transportation with proof of insurance
- Computer skills with a variety of software programs and ability to adapt/learn new technologies
- Must pass a background check

Required Education: Degree in Marketing/Communications and/or combination of education and work experience

Required Experience:

Minimum 1 year experience in marketing/sales

Preferred Experience/Education:

Knowledge of community-specific culture and/or Northeast Spokane neighborhood resident. Multilingual in one of these languages: Spanish, Marshallese, Russian/Ukrainian, Arabic.

Hours/Salary & Benefits:

FT. \$22-\$27/hour depending on experience and education. Medical insurance, retirement & other benefits in accordance with NECC personnel policies upon successful completion of probationary period.

The responsibilities and requirements described in this position description are representative of attributes needed to successfully perform the primary duties and responsibilities of this position. This description in no way states or implies that the primary duties described are the only responsibilities.

To apply: Please **send cover letter and resume** to Jene Ray at jray@necommunitycenter.com or call 509-487-1603 x224 with questions.

The Northeast Community Center Association is a Drug and Alcohol-Free Work Environment. Applicants may be requested to complete pre-employment drug screening. As the Center serves fragile populations, a pre-employment criminal background check will be required.

This is an Equal Opportunity Work Environment.