

## Employee Connections, Inc. NFP™

<b>Job Title:</b>	Marketing Communication Specialist – CYEP Project		
<b>Associate Group:</b>	EC Marketing	<b>Job Code:</b>	MCS-CYEPI105508
<b>Location:</b>	Waukegan, Illinois	<b>Travel Required:</b>	Lake County
<b>Level / Salary Range:</b>	<ul style="list-style-type: none"> <li>▪ Hourly Rate \$17 -\$20 Depending on Experience</li> <li>▪ 25 hour work week.</li> </ul>	<b>Position Type:</b>	<ul style="list-style-type: none"> <li>▪ Part-time-Project Position January – June 2018.</li> <li>▪ Strong possibility to transition to full-time</li> </ul>
<b>HR Contact:</b>	Cynthia Harris	<b>Date Posted:</b>	01/09/18
<b>Will Train Applicant(s):</b>	Experience Required	<b>Posting Expires:</b>	

**Apply Online At [www.myemployeeconnections.com](http://www.myemployeeconnections.com)**

**Application Accepted By:** Human Resources & Recruiting Specialist

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**Attention:** Human Resources & Recruiting

**Job Code:** MCS-CYEPI105508

**Mailing Address:**

Employee Connections

Human Resources & Recruiting

2504 Washington Avenue • Suite 602

Waukegan, Illinois 60085

### JOB DESCRIPTION

This position is for a Marketing Communications Specialist who is seeking an opportunity to work within an not-for-profit organization and to development marketing communicate strategies, projects and platforms. Our team is seeking a specialist who is adept at writing spectacular and captivating marketing content to capture the attention of our customers. This is a part-time project based position for our Community Youth Employment Programs. This position has potential to transition to a full-time position.

#### Role and Responsibilities

- Develop news letters
- Developing a content calendar across all social media platforms ensuring a constant supply of relevant content
- Developing and managing digital marketing campaigns
- Development of marketing and communications strategy
- Devising strategies to drive donor base online traffic to the company website
- Establish a social fund raising presence for Employee Connections
- Explore marketing opportunities in various community media online and web based publications
- Maintaining and continuously improving the agency's website and social media presence and responding to social media inquiries and comments.
- Manage and Design marketing material for current upcoming campaigns
- Market agency's employment education and training; and on-the-job training programs and services to businesses.
- Market Public Relations Campaign

#### Qualification Requirements

- Bachelor's degree in Marketing, Journalism, English, or Communications preferred or
- 2- 5 years' experience in Marketing Communications
- Competent computer skills and internet skills
- Excellent interpersonal and group communication skills
- Excellent written communication skills
- Experience in developing newsletters
- Experience in participating in fundraising marketing campaigns
- Experience in Public Relations
- Experience in working with non-profits

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- Excellent knowledge of social media platforms, such as Facebook, LinkedIn and Twitter business setup and interactions
- Proficiency in creating content specific to Social Media channels (e.g. FB, Twitter, LinkedIn)
- Strong understanding of B2B and Digital Market

**- To Be Completed By Human Resource Department Representative Only -**

Reviewed By:

Date: