



**TITLE:** Communications Associate  
**DEPARTMENT:** Development  
**REPORTS TO:** Director of Development  
**STATUS:** Regular, Full-Time, Exempt

## DESCRIPTION

St. Mary's Center is a community of hope, justice, and healing that serves at-risk seniors and preschoolers in the heart of Oakland. We strive to improve quality of life through counseling, shelter, nutrition, advocacy and social support. SMC is a member of All Together in Dignity: Fourth World Movement, a global movement to overcome poverty. Staff has travelled to the United Nations to present research. UCSF chose SMC to be the site of important research on the health impacts of homelessness. SMC received the San Francisco Foundation's Oakland Opportunity Award for \$2 million, dedicated for construction of new housing opportunities in a community development strategy. We are proud of an excellent staff team delivering high-quality services to people in great need. Charity Navigator has given SMC a 4- star rating for fiscal management and integrity for six consecutive years.

## POSITION SUMMARY

St. Mary's Center is seeking a creative and organized Communications Associate to assist with the execution of digital communications initiatives and events. This person should bring enthusiasm, attention to detail, and digital marketing skills to the Development Department. Primary responsibilities include social media engagement and management, designing collateral materials, and managing the donor database.

## PRIMARY AREAS OF RESPONSIBILITY

### A. Digital and Print Communications

#### Digital

- Drive social media engagement through the management of our social media accounts.
- Keep abreast of newest trends in nonprofit social media use and recommend new digital engagement platforms and social media when appropriate.
- Design posts to sustain readers' curiosity and creating buzz around programs and services.
- Research audience preferences and discover current trends.
- Develop engaging text, image, and video content.
- Create social media and web content consistent with St. Mary's Center messaging and supportive of fundraising, advocacy and community development goals.
- Perform regular website updates of Board and Staff rosters, reports, and other content using WordPress

#### Print

- Design flyers, brochures, and other collateral as needed for internal and external purposes.
- Work with staff to order prints of collateral material and branded merchandise.
- Coordinate printing vendor contact.
- Coordinate content and production of the annual report and print/online newsletters.

#### **Donor Database:**

B. Maintaining the database is a primary responsibility. All information recorded within the database is expected to be accurate and up-to-date.

- Work with the Director of Development to design and implement donor recognition strategies and/or events to steward donors.
- Oversee/implement “contact detail” input.
- Develop accurate status reports on campaigns and gifts.
- Generate all donor reports as requested and prepare analysis.
- Generate mailing lists for newsletters and annual reports and facilitates mailings.
- Enter new contacts into database and works closely with the Director of Development to develop a follow-up process with new contacts and donor prospects.
- Prepare accurate donor lists for the annual organizational review.
- Set up and manage Volunteer forms in database

#### **QUALIFICATIONS**

- Associate’s degree in English, Marketing or Communications and at least a year of related working experience, or three years’ experience working on social media, marketing for a brand, business, or nonprofit organization.
- Excellent writing, editing, proofreading, problem-solving skills.
- Computer proficiency: Microsoft Office Suite, including Outlook, Word, Excel, PowerPoint,
- Exceptional attention to detail, accuracy and confidentiality dealing with donor information.
- Deadline orientated and shows initiative to take on new tasks and projects.
- Strong interpersonal skills and a good phone presence.
- Proficiency with Adobe Creative Cloud tools, WordPress, graphic design applications, and and Google products is highly desirable.
- Any specialized training in donor management software is highly desirable.
- A proactive team player with a commitment to social justice.

#### **GENERAL STAFF ROLES:**

Along with all employees, the Communications Associate is expected to:

- Foster an environment that promotes trust and cooperation among leadership and staff.
- Apply policies and procedures to ensure that the principles of St. Mary’s Center are implemented.
- Maintain confidentiality in accordance with federal, state, and local regulations and in accordance with professional codes of conduct.
- Be accountable for participation in decision making processes and understanding the outcomes.

- Understand the mission, values, and principles of St. Mary's Center and applies them in work responsibilities.
- Occasional participation in evening and weekend events is expected.

**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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. In general, while performing the duties of this job, the employee is expected to stand; walk; sit; reach with hands and arms; and talk or hear.

- Must be able to clearly communicate with others to understand them and to be understood.
- Must be able to read and compose documents so that their intent is easily understood.
- Must be able to make public presentations, speaking to groups of 10-500 individuals.
- Must be able to remain in stationary position 50%
- Must be able to occasionally lift and/or move up to 20 pounds.
- Must be able to effectively use a computer and telephone to conduct business.
- Must be able to operate office equipment: telephones, copy, scanner and fax machines.
- Must be able to communicate over a telephone and take notes.
- Must be able to attend in-person or web-based meetings, sitting, listening, taking notes.
- Must be able to prepare documents, research data on websites, and work on computer (with mouse or track-pad), operations up to 7 hours per day.

**St. Mary's Center is an Equal Employment Opportunity Employer.**

St. Mary's Center is an equal opportunity employer and is committed to an active Equal Employment Opportunity Program (EEO). It is the stated policy of St. Mary's Center that all employees and applicants shall receive equal consideration and treatment in employment without regard to race, color, religion, ancestry, national origin, age (over 40), sex, marital status, medical condition (cancer related) or physical handicap (includes all other medical condition).

**SALARY:** Salary is commensurate with experience. Range: \$47,000 - \$52,000.

**DEADLINE:** Position is open until filled.