BUILDING COMMUNITY TOGETHER

Graphic Design, Storytelling & Marketing Specialist (Part-Time)

The Southwest Partnership (SWP) is hiring a Graphic Design, Storytelling & Marketing Specialist. The Specialist will report directly to the Executive Director and will be responsible for advising, managing, and implementing the SWP's communication activities. The Specialist is responsible for crafting and sharing the SWP's overall messaging about the work that we do, publicizing projects, programs, and initiatives, and providing marketing and communication expertise to staff and community leadership.

Background

Southwest Partnership Inc. is a nonprofit organization established with the purpose of implementing the vision of the Southwest Partnership, a coalition of seven neighborhood groups and seven anchor institutions in Southwest Baltimore.

We envision an awesome, healthy, architecturally beautiful, diverse, cohesive community of choice built on mutual respect and shared responsibility. We embrace all diversity: from race, gender, and sexual orientation to economic, educational, and housing choice. Our diversity is our strength.

The partners comprising the Southwest Partnership are:

Barre Circle Community Association
Citizens of Pigtown
Franklin Square Community Association
Hollins Roundhouse Association
Mount Clare Community Council
Poppleton Now!
LifeBridge Health
University of Maryland BioPark
University of Maryland, Baltimore (UMB)
Univ. of Maryland Medical Center (UMMC)
Bon Secours Baltimore
Wexford Science and Technology
The B&O Railroad Museum

The Southwest Partnership led a participatory, professionally assisted planning process, which resulted in a bold plan to achieve the Partnership's vision. The Vision Plan is available on the SWP website: www.swpbal.org.

Roles and Responsibilities

The Marketing Specialist for Southwest Partnership is a multi-disciplinary position whose primary responsibilities are to communicate and market the vision and work of the Southwest Partnership using various media, presentations, and events promotion and to support staff, the Board of Directors, and Board Committees in all marketing and communications activities.

In conjunction with the staff and the Board of Directors, the Specialist will be responsible for:

Managing Internal and External Communications (70%)

The Specialist is the staff member responsible for ensuring that stakeholders, the SWP Board and member organizations, area residents and community members, and the wider City and region are

informed about the work of the SWP and the strengths of our neighborhoods. Tasks in this work area will include:

- Developing a communications strategy, plan, and calendar for the organization
- Working with staff, Board members, and community members to develop content that communicates effectively about the work of the SWP, developments and resources in the SWP area, and the SWP neighborhoods
- Overseeing and managing the content and layout of the SWP website in a way to meet the needs of various audiences
- Enhancing the social media output of the organization, including but not limited to: the SWP website, Facebook, LinkedIn, and Instagram
- Working with the appropriate stakeholders to prepare press releases, as necessary, to local and regional media
- Preparing and executing a regularly occurring (e.g. quarterly) newsletter, both digital and print, that will be provided to a variety of constituents (i.e. donors, volunteers, agencies, general public, etc.) to provide updates on programmatic activities
- Preparing the annual report and developing a plan for distribution
- Attending SWP-sponsored events, and community events as able, to capture, curate, and market content that aligns with and amplifies the mission of the organization

The Specialist will be responsible for ensuring that we are communicating effectively to a diverse audience who receive information in different ways (in person, through social media, visually, in writing, etc) and that we are consistent in our messaging and the content shared through these methods.

Fund Development and Storytelling (30%)

- Working with the Executive Director and program staff to identify content creation and storytelling opportunities and needs to ensure that the organization can effectively promote its work to donors and the broader community
- Providing leadership for organization in identifying, supplying content, and marketing for any fundraising campaigns
- Supporting the Executive Director in managing direct fundraising and individual giving campaigns

Qualifications

The successful candidate for this position will demonstrate:

- At least three years experience (professional, volunteer, or academic) in communications, marketing, and/or fund development with a focus on storytelling and communications
- Experience engaging neighborhood leaders and managing volunteers
- Excellent writing and communication skills
- Basic graphic design skills
- Experience and comfort with creating and managing social media content on a variety of platforms
- Experience and comfort with generating video, digital and print content for diverse audiences
- Experience and comfort with website management
- Strong organizational and time management skills, detail oriented thinking, and the ability to manage multiple ongoing projects and initiatives

- Familiarity with Baltimore City, and with the Southwest Partnership neighborhoods
- Preferred experience: Notion, Adobe Photoshop & Adobe Creative Cloud, Wordpress, Mailchimp, Zapier, Google Suite, Microsoft Office, Canva

Hours & Compensation

This is a part-time position. The Marketing Specialist is expected to work weekend and evening hours as needed to capture mission-aligned content with a salary rate of $38 per hour, not to exceed 30 hours per week. Salary will be commensurate with experience and does not include any benefits except for a generous paid time off, holiday and paid sick day allocation.

To Apply

To apply for this position please e-mail:

1) A cover letter explaining your interest in this position at this organization,
2) A resume highlighting experience relevant to this position, and
3) Examples of marketing work (e.g. any website you have designed or created content for, video marketing produced, facebook/instagram/twitter handles, press releases, flyers, mailers, etc.)

Send these items to the Executive Director, Tony Scott at tony@swpbal.org ***Please title the e-mail, "SWP Marketing Specialist Application."*** **Applications are due by Friday October 30th.**