



TITLE: Marketing & Communications Specialist (PT)

DEPARTMENT: Development

REPORTS TO: Director of Development

Primary Function

The Marketing & Communications Specialist plays a pivotal role in shaping and executing Bridge the Gap's communications and marketing strategy. Reporting to the Director of Development, this hands-on role blends strategic thinking with creative execution to raise awareness, engage supporters, and elevate the organization's voice across all platforms.

KEY ROLES (ESSENTIAL JOB RESPONSIBILITIES):

Content Creation & Media

- Develop compelling content for all external communications including press releases, impact reports, campaign brochures, speeches, newsletters, and website copy.
- Develop social media content and manage editorial calendars to ensure a steady and strategic presence online. This includes executing social media campaigns to align and support annual appeals and events.
- In collaboration with the Development Director, ensure timely execution of appeals, newsletters, impact reports, and organizational updates
- Conduct interviews with students, volunteers, and staff to gather and craft authentic case studies and success stories.
- Manage collateral production for Annual Mailer, Impact Report and Vines & Vision including printing and delivery.
- Support Executive Director communication needs including but not limited to slide decks, internal newsletters and organizational events.
- Manage BTG website and implement changes as needed.
- Create fliers, internal newsletters and other collateral as needed using Canva, MailChimp or similar.
- Build and create emails via MailChimp for organizational communications.

Strategic Communications

- Advise the Director of Development on communications strategy and messaging.
- Develop and implement integrated communications plans to support fundraising, program outreach, and organizational goals.
- Ensure consistent messaging and tone across all channels and materials.

Media Relations & Publicity

- Draft and distribute media materials and liaise with local press contacts.

- Identify and pursue opportunities to elevate Bridge the Gap's profile through storytelling and news coverage.
- Develop and nurture relationships with key journalists, influencers and corporate partners.

Asset & File Management

- Organize and maintain digital archives of photography, case studies, testimonials and brand assets for internal and external use.
- Create and manage press and photo approvals, including developing systems to manage this system smoothly.

Cross-Team Collaboration

- Work closely with internal colleagues including program staff and leadership team and align messaging and ensure communications reflect organizational impact and values.
- Work with board members, council members, partners and donors as needed to communicate key messages effectively.
- Oversight of content and branding for Silent Auction catalog.
- Support events team as needed.

Skills & Experience

- Proven experience in a communications, Public Relations, or content-focused role.
- Exceptional writing and editing skills across traditional and digital formats and platforms.
- Strong strategic thinking, with the ability to translate goals into compelling narratives.
- Proven Experience managing social media channels and working with design tools or content management software.
- Organized, proactive, and comfortable managing multiple projects simultaneously.
- A passion for educational equity and community-driven storytelling.
- Experience working with MailChimp, Adobe and Canva

COMPENSATION: \$37-\$45/hour DOE

HOURS: 20 hours per week

DISCLAIMER

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

ACKNOWLEDGEMENT

Bridge the Gap is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This job description is not meant to be all-inclusive. This job description is not a written or implied contract.