POSITION: Communications & Program Specialist

POSITION SUMMARY
The Communications & Program Specialist assists with developing and implementing communication, marketing, and outreach campaigns and programs on behalf of BLU. The Communications and Program Specialist works collaboratively with staff to help advance BLU's digital and in-person engagement and public participation. This position brings skills in marketing, communications, and creative community engagement to build multi-faceted relationships with the community through various media sources, including social media, special events, volunteerism, and programming. This multi-facet position provides program and administrative support to BLU Educational Foundation and other staff as assigned.

RESPONSIBILITIES
● Assists in BLU’s overall communications, outreach, and engagement efforts to meet the goals, objectives, and timelines established.
● Develops and coordinates community events and communications that connect residents and community members to BLU's services, programs, volunteer, and partnership opportunities.
● Assists with email and social media marketing, copywriting, photography, and other communication needs for the divisions.
● Collaborate with the marketing coordinator to develop, design, and implement marketing and communication strategies.
● Assists with the planning, promoting, and implementing of BLU's outreach events. Actively attends community events and meetings to network, build partnerships, make presentations, and share information about BLU's resources.
● Assists in promoting BLU's vision, goals, and activities to citizens, businesses, community organizations, and community leaders.
● Prepares reports on engagement data and activities.
● Prepares information for communication materials such as the newsletter, website, marketing emails, social media content, and videos.
● Conducts presentations within the community on engagement programs, events, projects, and initiatives.
● Communicate promptly with students, parents, and community members through various channels.
● Serve as the point of contact for BLU for all incoming and outgoing calls and emails.
● Performs other duties as assigned or apparent.

QUALIFICATIONS
● MUST enjoy and be willing to engage with the African American/Black effectively community
● Advanced knowledge of popular social media platforms from a brand perspective
● Must carry self in a professional and ethical manner
● Must be well-groomed, inclusive of attire and personal hygiene
● Dependability and punctuality are a must!
● One to three years experience in planning and coordinating events, organizing people and groups, or marketing and communications.
● Excellent verbal and written communication skills.
Knowledge of Microsoft office suite, including Word, Excel, Outlook, PowerPoint, etc.
Basic knowledge of social media platforms, analytics tools, and Adobe Creative Suite or other graphic design software.
Demonstrated ability to work and communicate effectively with people of diverse ethnic, economic, racial, and cultural backgrounds.
Ability to communicate effectively verbally and in writing, including making presentations and performing trainings.
Ability to work independently and prioritize work.
Ability to handle, discern and maintain confidentiality and propriety information as required and comply with policies and directives.
Ability to provide excellent customer service, support, and consultation to staff.
Ability to provide effective public speaking and presentation skills.

REQUIREMENTS
Education: Bachelor’s Degree from a regionally accredited college or university

Experience: Must have demonstrated work experience, confidence and success in working with Black youth, families and communities of color.
AND
Two years of experience in fields related to communications, community outreach, administrative and or program support.

Candidate must pass TB test, criminal background check, have personal transportation available for job related travel, valid California Driver’s License and automobile insurance.

SALARY AND BENEFITS
This is a full-time position with an annual salary range of $41,600-$52,000. Benefits are included.

WORK SCHEDULE
35-40 hours per week during school year. 30-40 hours per week during summer months. Must be available Monday-Friday from 8am-8pm. Will include some evenings & weekends.

APPLICATION PROCESS: This position will be available August 1, 2022. Application materials are now being accepted. Review of resumes will begin immediately and continue until the position is filled.

How to Apply: Interested and QUALIFIED candidates should email the following:
1. Cover Letter - Include qualifications, experience and desire to work with Black/African Americans and communities of color, communications experience, and future career/educational goals.
2. Current Resume
3. Professional References (3) - Include Name, Title & Company/Organization, and phone number

Please send cover letter, resume and references to: info@BLUedfoundation.org
For information, please visit www.BLUedFoundation.org