



BLU Educational Foundation

POSITION: Communications and Marketing Specialist

POSITION SUMMARY

The Communications and Marketing Specialist will play a crucial role in developing and implementing BLU Educational Foundation's communication and social media strategies. They will be responsible for creating compelling content, managing social media platforms, fostering community engagement, and enhancing the overall brand presence. The Communications and Marketing Specialist's creativity, strategic thinking, and passion for digital marketing will be vital in achieving our communication goals and promoting our company's vision.

RESPONSIBILITIES

Social Media Management:

- Develop and execute social media strategies to increase brand awareness, engagement, and followers across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.).
- Create and curate captivating content, including text, images, videos, and infographics, tailored for each platform and target audience.
- Schedule and publish posts consistently for optimal/maximum reach and impact.
- Monitor social media metrics and analytics to track performance, identify trends, and implement improvements.

Content Creation:

- Generate high-quality written and visual content for different communication channels, such as blogs, press releases, newsletters, our website, and social media platforms.
- Collaborate with internal teams to gather information and insights to create compelling and accurate content.
- Ensure all content aligns with the brand voice, style, and messaging guidelines.

Community Engagement:

- Monitor and engage with the online community, respond to comments, messages, inquiries and issues promptly, professionally and effectively.
- Foster/Build meaningful interactions and relationships with followers and customers

Branding and Public Relations:

- Support the development and maintenance of the company's brand identity and consistency across all communication channels.
- Assist in public relations efforts, including media outreach, press releases, and media monitoring.

Analytics and Reporting:

- Monitor and analyze communication and social media metrics to measure the effectiveness of campaigns and strategies.
- Prepare regular reports with insights, performance data, and recommendations for continuous improvement.

Perform other duties as assigned

QUALIFICATIONS

- MUST enjoy and be willing to effectively engage with Black, Indigenous, Latinx and other communities of color
- High level of proficiency in Microsoft Office (Word, Excel, PowerPoint) & Google Suite programs, the Internet for research, and email functions for correspondence
- Proven experience in managing social media platforms and creating and implementing successful social media campaigns.
- Knowledge of industry trends and best practices in communications and social media marketing. Familiarity with SEO, content marketing principles



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QUALIFICATIONS (cont.)

- Demonstrated creativity in content creation and storytelling.
- Excellent written, analytical, oral and interpersonal communication skills
- Ability to communicate and work cooperatively with staff, community partners, constituents, organizational allies and elected officials
- Ability to work independently and collaboratively in a fast-paced environment.
- A keen eye for detail and accuracy
- Strong organizational and time management skills, with the ability to meet deadlines.
- Ability to create and carry out presentations before groups
- Must carry self in a professional and ethical manner and maintain strict confidentiality
- Flexibility, sense of humor, ability to adapt easily to shifting priorities and deadlines
- Must be well groomed, inclusive of attire and personal hygiene
- Dependability and punctuality are a must!

REQUIREMENTS:

Education: Bachelor's Degree from a regionally accredited college or university, in Communications, Marketing, Public Relations, or related field.

Experience: Minimum 2 years of experience in Communications, Marketing, Social Media or a related field.

Preferred: Previous work with digital advertising and paid social media campaigns, Graphic design and video editing skills are a plus, Familiarity with social media influencer marketing strategies.

Candidates must pass a 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 \$49,920-\$62,400 commensurate with experience. Benefits include medical, dental, vision, sick and vacation time, and 13 paid holidays a year.

WORK SCHEDULE

30-40 hours per week during the school year. 30-35 hours per week during summer months. Must be available Monday-Friday from 8am-8pm. Regular schedule will include some evenings, weekends and travel. Hours may vary depending on the needs of the organization.

APPLICATION PROCESS: This position will be available immediately. Application materials are now being accepted. Review of resumes will begin immediately and continue until the position is filled. The position may close when an adequate number of qualified applications are received.

How to Apply: Interested and QUALIFIED candidates should email the following:

1. Cover Letter - Include 1) qualifications, experience and desire to work with Black, Indigenous, Latinx and underserved youth/communities; and 2) future career goals
2. Current Resume
3. Professional References (3) - Include Name, Title & Company, phone number

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