

PEAK Grantmaking Communications and Marketing Specialist

PEAK Grantmaking is a vibrant, member-led community of professionals who specialize in grants management for funding organizations. We elevate the expertise of grants management professionals and foster their collaboration to strengthen the practice of grantmaking. We enable philanthropy to achieve its full potential to fuel change for good. We are the only organization dedicated solely to advancing the *how* of grantmaking.

Our team of experts in their respective fields work together – virtually and, on occasion, in our Washington, D.C. office – to empower our members.

SUMMARY

The Communications and Marketing Specialist supports the PEAK Grantmaking outreach to members and the larger field of philanthropy. This outreach includes our website, annual conference, marketing materials, presentations, products, articles, publications, and social media. Reporting to the Communications and Marketing Director, you'll also work closely with our Membership and Programs teams to help ensure that our audiences fully understand the overarching value of the organization, as well as the breadth and benefit of resources we provide to support them.

RESPONSIBILITIES AND DUTIES

Key responsibilities and duties include:

- Implement communications and marketing plans that provide information and messaging about the organization's value, programs, products, and resources
- Maintain website content, including posting new content, adding pages as needed, posting and updating events, and managing website development projects, working with web hosting and service partners.
- Manage email marketing platform, including maintaining contact lists, formatting and production of emails, advanced segmentation, split-testing
- Maintain robust marketing dataset to support targeted marketing and communications initiatives.
- Compile and analyze statistics and reports on channel engagement to identify opportunities and track progress to goals
- Manage social media accounts and support development of messages and visuals
- Write and edit messaging, marketing materials, presentations, articles, email and website content, and social media messages
- Support the development (and refreshing, as needed) of communications and marketing plans that reach PEAK Grantmaking's target audiences
- Establish open, collaborative communication with colleagues to support effective external communications

REQUIREMENTS

Skills and experience requirements include:

- Minimum of three years of experience with communications and marketing responsibilities similar to those above
- Demonstrated experience developing and implementing integrated marketing campaigns
- “Pro”-level email marketing skills, with experience in template development, advanced segmentation, and marketing automation
- Experience managing social media and fielding social advertising campaigns
- Experience with managing WordPress (or similar CMS), email marketing platforms, customer relationship management tools, and Hootsuite
- Working knowledge of Adobe Creative Suite, especially Photoshop and InDesign
- Demonstrable strong writing and editing skills
- Strong project management skills
- High energy, maturity, and self-direction a must
- Bachelor’s degree required
- Association and/or foundation experience a plus

SALARY RANGE

\$47,000 to \$52,000, based on experience, plus a comprehensive benefits package.

TO APPLY

Interested candidates should email a resume, cover letter explaining interest and fit for the position, and 3-5 relevant work samples as one PDF to Betsy Reid at betsy@peakgrantmaking.org. No phone calls, please.