

Job Opportunity: **Marketing Communications Specialist**

For more than a century, the **Greater Milwaukee Foundation** (GMF) has been inspiring philanthropy, serving donors and strengthening communities. Together with its donors and many community partners, the Foundation guides and shares a collective vision that Greater Milwaukee becomes a vibrant, economically thriving region comprised of welcoming and inclusive communities that provide opportunity, prosperity and a high quality of life for all.

You can make a difference, as we are seeking a Marketing Communications Specialist! The Marketing Communications Specialist is responsible for raising the Foundation's visibility with key stakeholders across a variety of platforms. This position is equally engaged with producing copy and packaging content for multichannel purposes. Content development supports the communications objectives that convey the Foundation's impact, brand and invitation to partner to donors, prospects and community stakeholders important to the success of Foundation priorities.

Key Responsibilities

- Provides writing and content development in different styles; priorities include news stories, web content and other digital and print marketing copy, and magazine/feature stories.
- Coordinates multifaceted and integrated communications and multi-purposing content for social media.
- Conducts a variety of interviews for the Foundation with people of all backgrounds, from philanthropic donors to civic leaders to neighborhood residents to school students. Envisions a story and understands how to develop interview questions to achieve the desired result. Provides research on a variety of topics using both internal and external resources.
- Manages communications assignments and projects from start to finish, including participation in project planning, gathering information, constructing compelling content, overseeing timelines, navigating review process and incorporating feedback.
- Coordinates and schedules accompanying photography and/or video shoots.
- Posts stories to various digital channels.
- Leads various video storytelling projects, including working with subjects and video vendors to completion.
- Contributes to the creative vision for video while also managing the logistics of scheduling, location scouting, interview planning, subject preparation and other needs that may arise.

Qualifications

- Bachelor's degree in communications-related field and/or equivalent experience required; portfolio demonstrating relevant experience preferred.
- Five (5) or more years of experience working in a professional writing or communications environment strongly preferred; nonprofit experience preferred. An equivalent combination of education and experience may be considered.
- Experience in creative storytelling with an understanding of integrated communications required; experience working with graphic designers and video vendors required.
- Ability to interact effectively with people from diverse backgrounds and develop authentic relationships with partners and stakeholders.

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- Must be a strong writer and able to write in a variety of styles.
- Ability to effectively interview people in a variety of settings and be a strong listener.
- Ability to develop digital copy, as well as long-form stories.
- Ability to develop content and package for multiple platforms and different audiences.
- Ability to manage complex projects from inception to completion.

Benefits

We offer an excellent benefit package, which includes health, dental, vision, flexible spending, life insurance, 403(b) retirement plan, paid time off (PTO), educational assistance and more!

Application Instructions

Application Deadline: March 27, 2019

Please include resume, cover letter and salary requirements when [applying](#).

Equal Opportunity Employer