



POSITION SUMMARY:

The Program & Communications Associate supports the work of Newton Community Pride (NCP), a nonprofit whose mission is to build community through free arts & culture programming, public art, beautification projects and volunteerism. Reporting to the Executive Director, this person helps to increase awareness and understanding of NCP's mission including special event planning, donor correspondence, communications and social media engagement. He/she/they will be responsible for supporting the planning of special events and NCP programs and the development, implementation, and tracking of effective digital marketing and communication strategies and campaigns.

RESPONSIBILITIES INCLUDE:

- Map out, manage and execute a comprehensive social media marketing plan to engage current followers and expand audiences across all platforms. (Facebook, Twitter, LinkedIn, Instagram, and YouTube).
- Monitor and respond to trends in social media tools, applications, channels, design, and strategy.
- Assist with the management and upkeep of the NCP website, making sure it is fresh and relevant.
- Assist with the production and creation of external e-newsletters.
- Manage reporting and analytics for website, social channels, and email communications, while tracking and evaluating the overall performance of each platform to develop more effective campaigns.
- Design and create powerful and engaging social media content with on-brand imagery and videos.
- Manage the planning and execution of photography, video, and multimedia content; maintain a library of high-quality photos, videos and other digital assets.
- Support the development, execution, and distribution of collateral and graphic pieces.
- Assist with NCP board and donor relations including running board meeting tech, CRM management, and donor acknowledgement processing.
- Assist with NCP programming, special event and festival management

QUALIFICATIONS:

- Bachelors Degree in Communications, Design, Marketing, or related field preferred or equivalent combination of education and experience.
- One to two years of professional marketing/communications experience, or strong internship experience preferably in a nonprofit environment.
- Experience managing social media accounts using the Buffer platform.
- Experience with website, design and e-newsletter platforms.
- Experience with Salesforce or similar CRM
- Experience with online ticketing and auction platforms.
- Strong organizational skills, including the ability to manage multiple projects, prioritize workload, and meet deadlines.
- Strong verbal, written and graphic communication skills.
- Ability to analyze data across different platforms.
- Basic photography and videography skills preferred.
- Ability to work independently and on a team.
- Reliable, enthusiastic and engaging.
- Interest in the arts strongly preferred.

This is a part-time, non-exempt position. Compensation is 18/hour at 15 hours a week. Flexible schedule with a mix of in office and remote work. Please send resume and cover letter to contactus@newtoncommunitypride.org by June 30, 2023.