



# People's Emergency Center

Nurturing Families, Strengthening Neighborhoods, Driving Change

## Digital Marketing & Design Specialist

**Department:** Resource Development

**Classification:** Exempt; full time, 40 hours. On-site position (not remote).

**Reports to:** Director, External Communications

### JOB DESCRIPTION

#### **Summary:**

The Digital Marketing & Design Specialist will support a dynamic team as the primary graphic designer and digital marketing coordinator for People's Emergency Center and our affiliates (PEC + Affiliates) during a transformative time, as we undertake a brand initiative and celebrate our 50<sup>th</sup> year of service. This role also serves as a content creator, working collaboratively across departments to market programs, workshops, and resources that promote equitable social supports, a culturally vibrant community, and long-term financial stability for people in need. This position is an excellent entry-level opportunity for a creative and organized self-starter to inspire engagement through strategy, words, and images as we establish a new brand.

#### **Logistics**

This is a full time, 40 hour/week, onsite position. Our office hours are generally 9am to 5pm, Monday through Friday, with some evenings and weekends.

#### **Essential Duties and Responsibilities**

- **Brand Development:** The Specialist will have a lead role in the process of transforming the PEC + Affiliates' brand and be the primary developer of collateral in support of the new direction. The Specialist is responsible for brand stewardship, with the Director of External Communications and the Vice President of Business and Resource Development.
- **Agency graphic design, print and online:** From annual reports to social media graphics for programs and events, the Specialist is responsible for timely and responsive creative that adheres to PEC's brand standards.
- **Digital marketing and social media management:** The Specialist manages PEC's online real estate, which consists of seven social media channels and two websites. These activities are expected to support program outreach, increase exposure, raise PEC's profile as a regional thought leader, and support the goals of the agency strategic plan.



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- Communications and Resource Development support: The Specialist assists with digital fundraising campaigns and provides input for communications strategies for PEC. This role also provides support to the PEC Community Development Corporation (PECCDC) team to promote the Lancaster Avenue Commercial Corridor and neighborhood plans.
- Marketing strategy support: The Specialist is responsible for publishing, in collaboration with the Director of External Communications, PECCDC team members, and VP of Policy, three monthly e-newsletters and one quarterly e-newsletter. The Specialist will also research and present new, innovative ideas and strategies for consideration to reach strategic plan goals, especially as new technologies and trends arise (blogs, podcasts, vlogs, live streams, etc.).
- Contribute to a culture of philanthropy at PEC by building positive relationships across teams. The Specialist will be asked to obtain and develop stories, collect data from program staff, and facilitate brand standard trainings to fulfill strategic goals.
- Contribute to a learning culture at PEC by using SEO, audience demographics and habits, social media data, and Google Analytics to set goals and inform strategies.
- Develop a keen awareness of the nuances of PEC's programs and lines of business and be able to communicate clearly and effectively to multiple and diverse constituencies and stakeholders.
- Demonstrate PEC's values: Voice and Choice, Growth and Change, Inclusion and Diversity, Social Justice, and Integrity and Trust.
- Develop a budget for digital marketing and design activities. Maintain adherence to the budget that is finalized.
- Photo and video collection (with releases) and storage – obtained in person and from other staff.
- Develop digital marketing and design product timelines. Report on these goals and projects to the Director of External Communications.

## Competencies:

- Client/Customer Orientation
- Organizing and Planning
- Oral and Written Communications
- Initiative
- Relationship Building
- Professional Integrity
- Results Orientation



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- Innovative Thinking
- Strategic Alignment

## **Required Education and Experience**

- Bachelor's degree in Communications, Journalism, Public Relations, Marketing, or a related field.
- Two or more years of communications and marketing experience; demonstrated record of leadership in the development and implementation of comprehensive communications programs in a complex, multi-layered work environment.
- Demonstrated success in using new and emerging technologies and web tools with high-level skills in Adobe Suite and Microsoft Office is critical to success in this role.
- Proficiency in programs like Hootsuite, Weebly, and Constant Contact is important.
- Demonstrated ability to write and design effectively for social media.
- Proven success with design for print production.

## **Preferred Education and Experience**

In addition to the requirements above, we are especially interested in applicants with:

- Experience in photography for print and electronic communications, videography, and video editing.
- Experience in print production management.

## **Additional Eligibility Qualifications**

- Sensitivity to and experience with the populations we serve, youth and families experiencing homelessness, individuals who have had traumatic experiences, and residents of Belmont, Mantua, Mill Creek, Saunders Park, and West Powelton in West Philadelphia.
- Design, website, and social media portfolios.
- Resume and cover letter with salary requirements noted.



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## **Work Environment**

This job operates in an office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, talk, and hear. The employee is occasionally required to walk, use hands and fingers to feel, handle, or operate objects or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds.

## **Other Duties:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Please send resume and cover letter with salary requirements with Marketing Specialist in the subject line to [resumedevelopment@pec-cares.org](mailto:resumedevelopment@pec-cares.org) or apply on Indeed.

*PEC is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, and veteran or disability status.*