



Marketing Communications Specialist

Deadline to Apply: October 1, 2018

Location: Milwaukee, WI

Position Type: Full-time

Benefits: paid vacation, health insurance, IRA, parking

Report to: Development Director

Salary: \$40,000

Founded in 2006 as Make A Difference – Wisconsin, SecureFutures rebranded in 2017, and is a dynamic and growing organization focused on teen financial capability. SecureFutures recruits, trains, and matches volunteers from the business community to deliver financial education and coaching programs in high school classrooms and community-based organizations. We are outcome-focused and committed to continuous quality improvement.

This position provides a unique opportunity to help create the next generation of strategic initiatives that will further elevate SecureFutures as the leading provider and resource for young adult financial literacy in Wisconsin and beyond. This will include the development, execution and maintenance of a comprehensive marketing communications strategy that promotes and supports both existing and new strategies, including the fall launch of an exciting new program.

Responsibilities:

- Concept and write the majority of marketing communications content, from the website to event materials to press announcements and more – designed to connect with different audiences and perspectives
- Collaborate with colleagues and applicable stakeholders to ensure that marketing and communication efforts are innovative, effective, coordinated, consistent and professional
- Develop, implement, monitor, and report on all marketing activities and results, including collateral, PR and social media to support program awareness and fundraising efforts
- Take and/or coordinate photography and video
- Assist with coordination of outside vendors (graphic designers, web developers, videographers, photographers, and printers)

Required Skills and Qualifications:

- Bachelor's degree and related work experience
- Experience developing and implementing marketing communication strategies
- Experience with social media management (LinkedIn, Facebook, Twitter, and YouTube)
- Experience with photo/graphics and web-based content management software (like Adobe Creative Suite)
- Conscientious, self-starter, quick study, and highly organized
- Some nonprofit experience a plus

Other information:

For more information regarding SecureFutures, please visit our website at securefutures.org.

To apply: Email cover letter and resume to Annmarie Baumgartner, Development Director at Annmarie@securefutures.org

SecureFutures maintains a spirit and practice of inclusiveness, and seeks volunteers, staff, and board members who enrich our programmatic effectiveness through a diversity of experience, skills, cultures, and backgrounds. Our organization has a policy of equal opportunity for our volunteers, staff, and board, and does not discriminate in hiring, retention, promotion, volunteer recruitment, board recruitment, partnerships, and communities served