

Girls Inc. of Chattanooga Job Description
Communications and Development Specialist
Reports To: Chief Development Officer
FLSA Status: Hourly / Non-Exempt



Girls Inc. of Chattanooga (Girls Inc. of Chatt) aims to inspire and equip all girls to be strong, smart, and bold leaders within their families, community, and society. Originally founded as The Girls Club of Chattanooga, Girls Inc. has educated and empowered girls to grow healthy, educated, and independent since 1961. Through in-school and after-school programming, seasonal camps, and special events, our organization annually serves more than 800 girls, ages 6 to 18.

Girls Inc. of Chattanooga is an Equal Opportunity Employer.

Position Summary:

The Communications and Development Specialist is responsible for providing advanced administrative support in all areas of communications and development. This position is responsible for creating and implementing a comprehensive communications plan that aligns with Girls Inc. local and national branding guidelines, responsible for organizational updates via all media platforms, creating and managing marketing collateral, and assisting the Chief Development Officer (CDO) with special events and micro-events, press releases, updating materials and assist with donor cultivation.

Essential Duties and Responsibilities:

- Must be able to perform tasks in-person/on-site at Girls Inc. locations, remote, and within the community, for example, fundraising events, micro-events, program tours, etc.
- Manage and update the communications plan for day-to-day and special events.
- Develop and maintain comprehensive marketing strategies to raise awareness of Girls Inc. of Chattanooga's mission, programs, and impact within the community.
- Maintain and manage the Girls Inc. of Chattanooga's brand while ensuring marketing and collateral templates align with Girls Inc. National branding guidelines.
- Manage Girls Inc. of Chattanooga's website and oversee all social media platforms (Instagram, Facebook, Tik-Tok, YouTube, and LinkedIn); including content creation, creating and implementing social media editorial calendars, campaigns, procedures, and strategies to ensure consistency that aligns with the Girls Inc. of Chattanooga's mission and Strategic Plan.
- Develop monthly e-newsletter content, and graphics and maintain e-newsletter recipients list on Constant Contact.
- Manage donor gift entry (including in-kind giving), processing, and tracking using our software DonorPerfect.
- Develop, in concert with CDO, direct donor mailings (i.e. thank you letters), seasonal appeal letters, fundraising campaign letters, and other related mailings.
- Develop, in concert with CDO, the writing, design, preparation, and production of brochures, event invitations, publications, and other collateral materials to promote fundraising efforts.
- Work closely with program staff in developing program marketing collateral for distribution to parents, donors, and the community.
- Work closely with the Manager of Outreach & Engagement to develop volunteer materials.
- Help promote, photograph, and attend all seasonal camps, and end-of-year and end-of-semester program presentations.
- Design and manage production of Girls Inc. of Chattanooga's promotional products and employee swag.
- Work in concert with CDO in the planning, execution, and follow-up of annual and special fundraising and fundraising events (UnBought and UnBossed, Ice Cream Social, Giving Tuesday, GiveBack Nights, etc.)

- Facilitate and help lead staff training sessions regarding communications, marketing, or development strategies.

Knowledge, Skills & Abilities:

- Ability to work effectively in a high-paced environment.
- Highly organized with attention to detail and accuracy.
- Energetic and passionate about the mission, the organization, and the community.
- Excellent written and verbal communication skills.
- Excellent database and computer skills and experience using technology to streamline processes.
- Proficient in Microsoft 365 and data entry on various software.
- Ability to work cooperatively and collaboratively with all staff and management.
- Must be flexible, and have a positive, can-do attitude.

Qualifications

- Bachelor's or Associate's degree in Marketing or Communications with 2-3 years of professional experience in non-profit development or related area is preferred.
- Marketing experience, graphic and website design, photography, and social media platform management is preferred.
- Strong writing and editing skills, with the ability to craft clear, concise, and compelling messaging for diverse audiences.
- Experience with graphic design tools, Adobe Creative Suite, and Canva.
- Must be able to remain stationary 75% of the time.
- Must be able to work Monday through Friday between 7:00 AM and 7:00 PM with occasional nights and weekend hours as needed.
- Must be able to occasionally lift 30-50lbs of equipment or supplies for various needs.
- Must have reliable transportation.
- Must have a valid driver's license.
- Bi-lingual in Spanish is a plus.

The Communications and Development Specialist is a full-time position up to 40 hours per week with benefits. Compensation is determined based on experience, degree of education, and level of expertise.

Interested parties are asked to e-mail a resume, a cover letter, and an online marketing portfolio to jobs@girlsincofchatt.org. Applications will be accepted until the position is filled. E-mail submissions are preferred. Any questions may be directed to the Girls Inc. of Chattanooga's main office at 423-624-4757.

Girls Inc. envisions a world where girls and all youth have what they need to grow and flourish, in school and beyond. Our Bill of Rights and Advocacy Platform focuses on policies and practices that support girls' health and wellness and foster school climates that are conducive to learning for all students, particularly those from underserved communities and those who face discrimination and other obstacles because of their race, color, national origin, sex, disability, sexual orientation, gender identity, and/or religion. At Girls Inc. we are committed to a girl-centered advocacy approach that is grounded in the experiences of the girls in our network. We lift girls' voices and give them opportunities to advocate on issues that matter to them, in their communities and beyond. Our Bill of Rights and Advocacy platform can be found on our national website at www.girlsinc.org

Special Note As an organization, we have the right to address the recommendations based on the local needs of the girls and families we serve.