

Job Description



Title: Marketing and Outreach Specialist
Reports To: Development Director
FLSA: Exempt
Employee Type: Full-time (40 hours a week)
Salary: \$65,000 - \$75,000

SUMMARY

The Marketing and Outreach Specialist serves as a key leader at Sunflower Hill. Responsibilities will include but not be limited to the following:

- Assist in the development and execution of a communications and outreach strategy, ensuring consistent brand and messaging across digital and print platforms.
- Create marketing collateral and manage the website and social media accounts.
- Coordinate community outreach functions (displays, tabletops, etc.)
- Serve as a lead team member in planning and executing the annual fundraising gala.

ESSENTIAL FUNCTIONS

The essential functions listed below are general examples and not a description of comprehensive duties. Specific duties and responsibilities may vary depending on program needs without changing the nature or scope of this position or level of responsibility. May be asked to perform other duties as assigned.

- Collaborate with Development and Programs Directors to strategically devise marketing and outreach strategies for events, programs, fundraising campaigns, and other organizational endeavors.
- Oversee organizational communications to ensure consistent brand and messaging related to print, press, and digital efforts. Supervise the organization of content, data, and imagery within the organization.
- Work closely with all departments to create compelling collateral materials including but not limited to the annual report, flyers, invitations, programmatic materials, and brochures.
- Manage the website (WordPress), encompassing content creation, updates, and ongoing website development, while also overseeing social media platforms and generating related content.
- Serve as a lead team member for the annual fundraising gala, including working with donors, vendors, sponsors, volunteers, and auction management.
- Support the staffing of the Sunflower Hill Board of Directors Communications Committee and work with other communications volunteers.
- Oversee and coordinate community outreach functions including displays, tabletops, etc.

SCHEDULE

Full-time up to 40 hours. Days/hours flexible – work as needed to accomplish tasks, can work hybrid model. Some in-office work will be required for meetings and team collaboration at the Livermore office. Weekends and/or events before or after regular business hours as required.

JOB QUALIFICATIONS

Candidates should have strong organizational, interpersonal, oral, and written communication skills. Must be a strategic thinker as well as detail-oriented and be able to meet deadlines. A personable, flexible, and supportive approach with a strong work ethic is essential. Must be a self-starter and can multi-task and work independently. Intermediate or higher computer skills: Canva, MS Office, WordPress, and Social Media experience required. Familiarity with donor database (Salsa/Bonterra), Google Analytics, and some graphic design experience is desired. Must be comfortable working with people of all abilities.

EDUCATION

- Bachelor's degree or equivalent experience required.

LICENSURE AND OTHER REQUIREMENTS

- Valid CA driver's license and automobile insurance
- Travel: Requires some travel within the Tri-Valley and East Bay region (mainly Lafayette, Dublin, Pleasanton & Livermore). Reliable transportation is required to fulfill job duties.
- Ability to pass a background check and verification of credentials.

PHYSICAL REQUIREMENT/WORKING CONDITIONS:

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 accommodation may be made to enable individuals with disabilities to perform essential functions.

- Interact with computers and general office equipment.
- Heavy computer work: sitting and repetitive hand movements associated with keyboard and mouse use.
- Light standing, walking/ moving around an office environment.
- Ability to lift 25-45 pounds on an infrequent, but regular basis.
- Ability to work in a moderately noisy environment with frequent interruptions.
- Occasional visits to Sunflower Hill Garden – dusty, rocky, and uneven dirt paths.
- Occasional visits to our Residential communities.
- This role can be performed via a hybrid model.

SALARY/BENEFITS

The salary range is \$65,000 - \$75,000 and commensurate with experience. Benefits include the option for medical/dental/vision coverage, as well as 401k and generous holiday/vacation/sick time. A hybrid work model is in place with a flexible schedule.

TO APPLY

Please send a cover letter and resume indicating your interest in the position to info@sunflowerhill.org.

Equal Opportunity Employer

Sunflower Hill strongly values diversity and is committed to equal opportunity and non-discrimination in all its policies and practices, including in employment. Accordingly, Sunflower Hill does not discriminate against any person based on race, color, sex, sexual orientation, gender identity and/or expression, religion, age, national or ethnic origin, political beliefs, marital status, medical condition, genetic information, veteran status or disability, or the perception of any of the above. People of all genders, members of all racial and ethnic groups, people with disabilities, and veterans are encouraged to apply. Qualified applicants with criminal convictions will be considered after an individualized assessment of the conviction and the job requirements.