

Position Title: PR and Marketing Director

Purpose: Peppermint Ridge seeks an experienced communication professional to join the Development team to enhance PR's ability to ensure communication and outreach to the community, sharing the mission, accomplishments and necessities of the people of Peppermint Ridge.

Objective: The position will play a lead role with communication activities including writing and publications, branding and messaging, event planning and using technology to communicate with supporters (e.g. e-newsletters and social media) as well as event planning for all major Ridge events.

Publications and Proposals

- Compose short and compelling stories to encourage people to support the cause through donations and/or volunteering.
- Write text for publications such as e-newsletters, traditional print newsletters, annual reports, collateral material, press releases and fund development proposals as necessary.
- Work with printers and designers to create quality publications that present a cohesive brand.

Writing of Fundraising Appeals/Event Material

- Compose a compelling story for the quarterly appeals which incorporates printed material with electronic media as appropriate.
- Draft Planned Giving materials to be mailed to PRs constituents up to four times a year and write the snippets included in each newsletter.
- Create an appeal designed to invite current supporters to transition to giving monthly.
- Work with various event committees to design collateral material to support fundraising events.
- Work with colleagues to draft materials that promote Peppermint Ridge.

Technology

- Maintain social media presence on Facebook, YouTube, Twitter LinkedIn and Instagram.
- Coordinate crowd funding campaigns using Salsa Engage.
- Update the company website regularly using Wordpress.
- Review Google Analytics regularly to understand traffic on our website and make adjustments to improve "click through".

Communication Outreach

- Represent Peppermint Ridge at fairs and community events.
- Publicize events within community and surrounding areas (e. g. passing out flyers, asking businesses to put event information on counters).
- Create a "library" of resident stories and pictures to be used in appeals, newsletters etc.

Event Planning/Committee Participation

- Oversee fundraising event planning.
- Act as the point person for new events that may be created on a trial basis.
- Serve on Ad-Hoc or standing committees to help promote the Ridge to the wider community

Other duties may be assigned as necessary

Qualifications:

Candidates should possess the following qualifications:

- Demonstrated ability to write compelling and newsworthy stories, articles and other necessary content
- Experience working in the non-profit arena
- Demonstrated ability to develop partnerships with print media and other outlets as appropriate
- Experience with website maintenance, social media platforms, Constant Contact, Microsoft computer applications
- Proficient in using Microsoft computer applications
- Excellent oral communication skills
- Ability to work independently and in a team environment
- Excellent organization and time management skills
- Ability to multi-task
- Bachelor's degree preferred in marketing, public relations, communications, or journalism

Salary/Hours: \$XXXX DOE an hour, w benefits, 40 hours a week

Interested Applicants:

Interested parties should send 1) A letter of introduction 2) Three writing samples (e.g. newsletter, press release, article in other publication)

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. This is not an exhaustive list of duties and responsibilities. Peppermint Ridge management reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.

Revised 1/5/19

ACKNOWLEDGEMENTS AND EMPLOYMENT AGREEMENTS

I hereby certify that I possess all of the "Essential Requirements" of the job outlined in the job description for the position of **PR and Marketing Director**, except as noted here.

None

Or please specify any exception:

I hereby certify that I am fully capable of completing all of the responsibilities documented within the job description and that I do not have a physical or mental disability that would require a special job accommodation or that would jeopardize the health and/or safety of my co-workers during the course of my employment in this position.

OR If an accommodation is required, please specify:

I hereby certify that I understand that this job description is not intended to be all-inclusive, and that I am expected and hereby agree to perform other job-related tasks properly assigned to me by my supervisor. I clearly understand and agree that the Agency has a legal right to revise or change this document in part or in total as business needs dictate. I understand and fully agree that this job description does not constitute a written or implied contract for employment and that my employment relationship with the Agency is "at-will" for an unspecified duration and may be terminated at any time by me or the Agency as specified by Section 2922 of the California Labor Code.

If hired as a non-regular employee (on call) I understand that I am not guaranteed any number of hours per week, nor am I guaranteed any work at all. I am expected to be available to work the hours I have submitted that I am available and to come to work on time and leave at the scheduled time. The Agency will respect the limits of my availability and shall not punish me for not being available outside the hours of my stated availability. The Agency may stipulate I be available a minimum number of hours.

I also understand that the Agency schedules non-regular staff based on special circumstance need and reserves the right to match an employee to the specific special circumstance(s).

Print or Type Name: _____

Employee Signature: _____ Date: _____

Witness Signature: _____ Date: _____