Marketing Specialist

Position Summary
Nonprofit Association of Washington (NAWA) is a unique and invigorating place to work. We are looking for a talented, ambitious, and collaborative person to build partnerships with nonprofits and partners who share our vision of creating healthy, economically vital, and civically engaged communities via strong nonprofits. As part of the Engagement Team at NAWA, the Marketing Specialist will serve a key role in helping to convene nonprofit organizations across Washington State to learn, advocate, and collaborate, so that nonprofits can achieve their missions. Strong candidates will bring a proven commitment to diversity, inclusion, and cultural competence, as well as strong community organizing and problem-solving skills.

The Marketing Specialist works in partnership with the Deputy Director of Partnership to develop and drive Nonprofit Association of Washington (NAWA) communications strategies across channels and platforms and produces external communications in collaboration with our staff. The primary duties of this position are managing, designing, editing, and publishing print and electronic communications, including engagement emails, e-newsletters, reports, the NAWA website, graphic image creation, and social media management. The Marketing Specialist will also support NAWA event promotion and help grow organizational membership, event attendance, and engagement through effective communications.

Key Responsibilities

1. Communications - 90%
   - Manage, design, edit, and publish NAWA electronic and print communications, including but not limited to: engagement emails, e-newsletters, advocacy alerts, reports, other publications, and collateral.
   - Manage website and digital media platforms’ design, content development, and quality control.
   - Manage all social media platforms (LinkedIn, Twitter, Instagram, Facebook) and implement strategies to increase engagement.
   - Perform research, analyses, and testing with a variety of tools to gain insights and shape marketing strategy.
   - Help grow NAWA’s membership and increase participation in learning programs by creating and implementing effective communication strategies.
   - Manage marketing and promotion efforts for the Washington State Nonprofit Conference and other learning events.
   - Track press coverage of NAWA and share key articles with the NAWA community.
   - Manage NAWA’s brand, including brand integrity and visibility across the organization.
   - Manage communications and promotion for the annual Washington State Nonprofit Conference.
   - Identify audiences and help craft messaging targeted to those particular audiences.
   - Track progress and effectiveness of communications and marketing activities.

2. Contribute to a strong organization – 10%
   - Contribute to the visibility of the organization by representing NAWA at events.
   - Bring ideas from events, meetings, etc. back to the organization to contribute to our ongoing effort to understand and support nonprofits in Washington.
   - Work on special projects and participate in key events such as the annual conference.
   - Promote NAWA membership.
• Support NAWA’s advocacy work.

Desired Qualifications
• Commitment to Nonprofit Association of Washington’s mission.
• Demonstrated commitment to racial equity.
• 2+ years of experience in social media management, content creation, and marketing.
• Proficiency in Office Suite (Word, Excel, PowerPoint, Outlook), email engagement platforms (MailChimp), and website content management systems (WordPress). Equivalent transferrable skills from other systems are welcome.
• Experience using design software such as InDesign, Photoshop, Canva, and similar programs.
• Experience managing brand social media accounts across Instagram, TikTok, Facebook, Pinterest, YouTube, etc.
• Excellent copywriting and editing skills: clear, concise, creative, and grammatically correct copy
• Basic understanding of Search Engine Optimization (SEO) best practices
• Experience brainstorming messaging for marketing campaigns
• Excellent communication and presentation skills.
• Outstanding organizational skills and ability to handle multiple projects simultaneously while meeting deadlines.
• Meticulous attention to detail.
• Some familiarity with CRM databases (Salesforce) and project management software (Asana) is desired.
• Excellent customer service skills.
• Ability to travel within the state.

Additional Information
Location: Remote within Washington State – required
FLSA Classification: Full-time, Exempt
Compensation: $57,000-$65,000 [+2,500 for bilingual fluency]

Benefits include vacation and sick time off, 12 paid holidays per year, and a paid office closure between Dec 26-Dec 31. We pay $700 a month toward health, vision, and dental benefits as well as various long & short-term disability and other options, and you have a menu of insurance carriers and plans to choose from. $50/month each ($100 total) reimbursement for use of personal cell phone and internet for work purposes.

Supervisor: Deputy Director for Partnerships

How to Apply
Submit your cover letter and resume as pdfs online by July 17, 2023: https://rb.gy/ut73v

Please name your documents First Name_Last Name cover letter and First Name_Last Name resume.

NAWA is an equal opportunity employer. We strive to create an inclusive and equitable workplace and encourage applications from people of all backgrounds.

About NAWA
NAWA convenes a powerful network of nonprofit organizations across Washington State to learn, advocate, and collaborate so that nonprofits can achieve their missions. Stronger nonprofits contribute to healthy, collaborative, economically vital, and civically engaged communities. Our community engagement program builds our network of members and partners to accomplish more on behalf of nonprofits. We are committed to engaging communities in an inclusive manner and dedicate resources to serving historically underfunded and underserved communities. Working together, we can ensure that nonprofits statewide have the resources and learning opportunities to succeed and that nonprofit and community voices are considered as public policy solutions are crafted.
NAWA has a strong commitment to equity and inclusion and respect for regional differences. We believe that diversity of experience, perspectives, and background on our staff team will lead to a better environment for our employees and stronger nonprofits across Washington. Our organizational culture is fast-paced, entrepreneurial, and results-oriented. We value and support learning and professional growth and offer flexible hours and remote work options. www.nonprofitwa.org