



## **MY Project USA Employment Opportunity 2022 Communication Specialist**

MY Project USA seeks professionals from diverse backgrounds, with a particular interest in those whose experiences match those of the people we serve in Columbus, Ohio, and surrounding communities.

MYPUSA is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

**ROLE DESCRIPTION** The Communications Specialist for MY Project USA will help create and execute a vision-aligned strategy that storytells MYPUSA's activities in the Central Ohio region. In particular, the CS demonstrates a strong understanding of the complex realities and experiences of refugee/New American communities as well as underserved communities of color. A major component of the CS's job will be to ensure a constant flow of news and updates from the organization so as to maximize MYPUSA's exposure to various stakeholders, including members of the community, politicians as well as current and future donors.

### **PRIMARY RESPONSIBILITIES**

#### **Brand Strategy and PR**

- Align with and promote My Project USA's brand and reputation.
- Determine digital marketing strategies, direct public relations campaigns
- Develop branding initiatives, internal communications and external media relations.
- Develop delivery and packaging plans for corporate messages.
- Ensure public views the organization favorably and all communication is aligned with the mission.

#### **Communications**

- Create effective content and messaging, assesses the efficacy of that organization's communications campaign and takes steps to strengthen it
- Create, edit, and oversee production of content including social media and blog posts, pages, and campaigns.
- Create, publish, and distribute newsletters
- Develop communication strategies for delivery of corporate culture and business strategy.
- Develop internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects, and assignments.
- Manage information delivery for marketing and fundraising My Project USA
- Assist and oversee the creation of collateral for fundraisers, marketing, nominations, and awards campaigns, etc.



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### **Digital Assets**

- Create and maintain an editorial calendar to create and update digital content such as blog posts and pages
- Curate, optimize, and maintain images, infographics, videos, and other collateral for digital marketing

### **Marketing**

- Craft headlines and metadata to maximize traffic and click-through ratios
- Create and launch press releases and marketing campaigns.
- Create automated email campaigns for lead funnels, nurturing campaigns, reviews, surveys, etc, as needed.
- Create rich and creative content that is optimized for search engines.

### **Mentoring and Training**

- Mentor junior staff and assist and train other staff as needed on areas of expertise including systems and digital marketing tools.
- Product training materials and conduct training sessions for social media management, the websites, and other systems as needed.

### **PRIOR EXPERIENCE & COMPETENCE**

- Comfortable working in a fast-paced environment with shifting priorities and tight deadlines
- Experience of and sensitivity to issues prevalent in refugee and immigrant communities as well as underserved communities of color
- Savvy with various technological platforms and able to learn and adapt to new software
- Ability to utilize social media and other communication platforms as resources for program promotion and recruitment

### **PERSONAL SKILLS**

- Must possess strong, high quality organizational skills
- Excellent communication skills, both oral and written, detailed orientated
- Ability to gather data, compile information and prepare reports, analyze data
- Consistent passion & drive for leadership and youth engagement

### **EDUCATION**

A Bachelor's degree is required.



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### **WORK DEMANDS**

- This position is a part time, generally between 10-15 hours per week. Predominantly remote, but presence at certain events would be required.

### **WAGE**

- \$20 - \$30 per hour depending on the experience and performance