



Position Summary: Communications Specialist

The **Communications Specialist** role is a full-time, hourly position for *Cultivate*. The *Communications Specialist* will be responsible for providing creative and technical writing, media creation, and content development for distribution across all communications channels. The Communications Specialist will also provide additional support across all communications initiatives to increase brand awareness, engagement and loyalty in support of our mission and vision. This position reports to the Director of Communications.

The ideal candidate has strong writing and storytelling skills, is a proactive problem solver, and is detail-oriented while remaining focused on the big picture. The ideal candidate also values collaboration while also holding strong individual points of view.

About Cultivate

Many seniors are struggling with the isolating challenges of aging in their own homes and communities, or if someone is not yet a senior, they have loved ones who are facing those challenges. At Cultivate we help those seniors flourish by reconnecting them—as recipients and contributors—with their surrounding communities.

Our Mission: We help seniors flourish through active engagement with their community.

Our Vision: We envision a world in which all seniors and their loved ones enjoy more quality time and peace of mind through the active support of their community.

Our Core Values:

- Demonstrate **Integrity** in Every Action
- Live **Generously** Through Volunteerism



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- Treat Everyone Like **Family**
- Build **Trust** in Every Relationship
- Be **Curious, Creative** and **Courageous**
- Embrace **Change**
- Be **Remarkable**

Responsibilities:

- **Marketing and Communications**
 - Write blog posts and articles that are unique, engaging and align with Cultivate's communications strategy
 - Conduct research to find timely articles and resources that provide value to our community
 - Collaborate with team to design and produce interactive online stories
 - Interview clients and volunteers for a variety of storytelling projects
 - Manage and create content for Cultivate's social media channels
 - Manage and create content for Cultivate's email newsletter(s)
 - Support the content needs of Cultivate's Program and Volunteer departments
 - Write press releases, ad copy, and training material in support of our internal and external communications
 - Ensure all communications strategies align with our brand's identity and message, and assist in marketing campaigns as needed.
 - Bring communications expertise to the Cultivate team
 - Contribute to the Cultivate team through collaboration, as well as through the direction, vision, and planning of assigned aspects of content deliverables



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- **Other Duties as Assigned**
 - Attend staff meetings, represent Cultivate at outside meetings; assist with Cultivate events;
 - Adhere to Cultivate’s anti-discrimination policy; participate in other activities and tasks as requested by Cultivate.
 - This position includes sporadic access to vulnerable populations.
 - Other duties as assigned.

Qualifications and Competencies:

- Creative with strong verbal, written and visual communication skills
- Proven writing/blogging and editing experience
- Excels at research, critical thinking and problem-solving skills
- Is organized, detail-oriented and driven
- Ability to work independently, multi-task and consistently manage multiple deadlines and projects
- Entrepreneurial, resourceful, self-starter with hands-on approach
- Skilled with relevant technologies and tools, including Microsoft Office, Google Docs, social media platforms (Instagram, Twitter, Facebook, LinkedIn)
- 2-3 years of demonstrable experience and/or skills directly relevant to the position
- Demonstrate a willingness to learn new skills and tackle new challenges
- Compassionate and committed to the mission of serving seniors



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Bonus if individual also has:

- Experience creating content for social media platforms
- Experience writing for video and multimedia projects
- Experience with video and/or multimedia production and post-production
- Experience with Craft CMS
- Experience with Adobe Creative Suite and/or Sketch
- Experience with SEO
- Experience with graphic design
- Familiarity with HTML/CSS/Javascript
- Familiarity with analytics for web and social media
- Spanish bilingual

Compensation

Full time hourly position starting at \$14-17/hr, commensurate with experience. Benefits – paid health, dental, vision insurance; generous PTO package (vacation, sick leave, holidays, IRA)

To Apply

Send cover letter, resume, references, and writing samples to jobs@cultivate.ngo. Type “Communications Specialist” in the subject line. No phone calls please.

Cultivate shall not discriminate on the basis of race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, political affiliation, gender identification or expression, or military status in any of its activities or operations. These activities include, but are not limited to, hiring and termination of staff, selection of volunteers, and selection of vendors and provision of services.