



Safe Passage, INC.

P.O. Box 621 DeKalb, IL 60115

Hotline: 815-756-5228 • Administration: 815-756-7930 • www.safepassagedv.org

Marketing Specialist

Safe Passage has an opening for a full time Marketing Specialist. This position requires a bachelor's degree in marketing, communications or related field. The ideal candidate will have experience with fundraising, excellent written and verbal skills, highly organized, and function well with minimal supervision. Some evenings and weekends required for events. Experience with a donor database is preferred.

This position will assist in the enhancement of the agency's marketing, communication and public relations strategies, designing and publishing the newsletter, and other marketing materials. Position will also assist with special events and with the solicitation, cultivation and stewardship of individual, corporate and foundation donors.

Primary responsibilities of the Marketing Specialist are:

- Assists in the development and implementation of the agency's marketing, public relations, and branding strategies.
- Assist with development of annual fund appeals, online giving, tracks responses, and manages public relations materials.
- Designs, writes, and implements the agency's e-marketing communications plan.
- Oversees the immersion of the agency in appropriate social media marketing opportunities such as *Facebook*.
- Designs and oversees the printing of the agency's quarterly newsletter.
- Creates collateral marketing materials.
- Enhances and maintains the website.
- Participates in activities that will increase knowledge of domestic and sexual violence and enhance effective cultivation and solicitation efforts.
- Is available to speak in the community with civic groups, churches, businesses and United Way engagements.
- Promote awareness of services available at Safe Passage.
- Represent Safe Passage at health fairs and other educational, community, and promotional events.
- Serve as a liaison between the community and Safe Passage.

Safe Passage offers a generous benefits package including:

- Medical, dental, and vision insurance (minimal cost to employees)
- Short and Long Term Disability
- Life Insurance
- Accident Insurance
- 403B
- Generous PTO package

Email cover letter and resume bversluys@safepassagedv.org.