

The Junior League of Raleigh is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Founded in 1930, the Junior League of Raleigh (JLR) currently has 1200 members and a staff of five. JLR operates the Center for Community Leadership at 711 Hillsborough Street, where its offices are housed. JLR provides training and volunteer opportunities for its members and organizes fundraisers to support its projects and programs. The League sponsors A Shopping SPREE!, now in its 40th year, and since 1930 has hosted the Governor's Inaugural Ball every four years. From the beginning, the League has been instrumental in the founding and development of critical nonprofits in Wake County through both transformative gifts and well-trained woman-power.

JLR is seeking a Communications Associate, a key member of the JLR staff. JLR uses communications tools to recruit new members, engage and involve current members, raise money to support our causes, and publicize our events, projects and programs.

The communications associate reports to the Executive Director and oversees digital and print projects from conception to delivery including e-newsletters, social media posts, printed collateral, video and other content, signage, and promotional branding. This position also manages the website.

The communications associate is responsible for communicating JLR's mission, vision, values, and strategic priorities to our membership, our community partners, and the public. She/he/they also assist with donor and sponsor communications to meet the organization's fundraising goals.

Responsibilities:

- Working with the director, create and update a comprehensive strategic marketing/communications plan to broaden the JLR's visibility and reach, maintain its brand consistency, help the League meet its strategic priorities and deepen its impact.
- Work with JLR staff and volunteers to create and deliver various program and organization communications and collateral, including development communications.
- Oversee the JLR website, including writing, updating content, and managing analytics for the website and digital platforms.
- Use a journalistic approach to report in real time as well as develop feature stories to highlight ongoing activities in JLR and at CCL.
- Assist volunteers in the production of weekly newsletter-style eblasts to membership.
- Lead and implement social media engagement for the organization. Create sharable content that increases awareness of JLR, drives website visitation, grows social media followers, and fosters greater community connection with JLR.
- Capture photos and videos of JLR events, programs, and activities for use in JLR publications, social media campaigns, and to archive.
- Working with director, create, implement, and maintain JLR's annual communication calendar and annual budget.

- Oversee and update JLR's image and video library. Work with contracted videographers and photographers for specific projects. Serve as photographer and videographer at specific programs and activities, as needed.

Qualifications:

- Bachelor's degree in journalism, marketing, public relations, communications or related field preferred. Experience in marketing, communications, or public relations.
- Excellent writing and verbal skills, and the ability to communicate effectively across a variety of communications channels.
- Solid understanding of key marketing/communications best practices and principles.
- Ability to translate JLR work into captivating stories that inspire action and demonstrate impact.
- Experience using Adobe Creative Suite (InDesign/Photoshop) and/or Canva is helpful. Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint as well as Google Docs, and Dropbox.
- Ability to use a camera or electronic device to capture images and video.
- Experience using website content management systems such as WordPress, and experience with e-mail marketing programs such as Levitate and Mailchimp. Experience with the communication function of a donor database, a plus.

Organization and Management Skills:

- Experience within a non-profit, cultural, fundraising organization and/or government institution preferred. Ability to leverage communications to integrate mission and strategic goals of engagement, impact, and fundraising.
- An understanding of the role of a staff member offering both support and guidance to volunteer leadership in their roles. Nuance and discernment to know when to assist and when to step back.
- Strong project management skills, ability to multi-task, manage multiple projects, and follow through on projects from concept to implementation while maintaining attention to detail.

To apply please provide a cover letter, resume, and references to careers@jlraleigh.org. Please include at least three examples of your work.

The Junior League of Raleigh actively seeks a diverse pool of candidates. We are committed to a policy of equal employment opportunity without regard to race, color, national origin, religion, disability, gender, gender identity, sexual orientation, or age.

This is a full-time 30-hour-a-week position working under the direction and supervision of the executive director. Can be flexible with onsite/remote work; must have regular hours in office. Some attendance at night meetings, special events, and fundraisers required.

Salary: \$30,000

Opportunity to extend to 40-hour week after the first year. Benefits:

- 75% reimbursement of employee-paid health insurance
- 100% reimbursement of employee-paid vision and dental care
- On-site parking. Generous holiday and PTO allowance