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| **Job Title** | Marketing and Communications |  | **Job Purpose** |
| **Department** | Development |  | Develops and drives organizational communication with strategy; monitors implementation for consistency, cohesiveness and effectiveness; makes adjustments to assure the optimization of organizational goals. |
| **Location** | 1300 N 1st St Yakima, WA 98901 |  |
| **Reports to** | Chief Development Officer |  |
| **Classification** | Non-Exempt |  |
| **Salary Grade** | C |  |

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| **Union Gospel Mission Purpose, Vision, and Value Statement** |
| Our mission is to follow Christ in helping people move from homelessness to wholeness, so that every homeless person in Yakima County has the opportunity for permanent life transformation in Jesus Christ. All Mission programs and services are based on Christian values and a commitment to quality. Clients are our primary focus; love, professionalism, and outcomes are our core values. Relationships are the context, the engine, and the reward of the change we exist to produce.  |
| **Qualifications** |
| * **Able to support the Yakima Union Gospel Mission Statement of Christian faith; willing to share that faith and knowledge with staff and clients.**
* Strong knowledge, ability and experience with digital, print, T.V. and radio media, communication and marketing strategy.
* Proficient in Adobo Creative Suite (Indesign, Photoshop, etc.)
* Strong verbal and journalistic communication skills.
* Able to evaluate and edit materials for content, form and structure.
* Displays exceptional judgment in managing and sharing information with internal and external sources.
* Demonstrates strong organization and team-work skills.
* Bachelor’s degree preferred.
* 3-5 year experience directly related to the duties of the position preferred.
* Demonstrate the Mission’s values, love and professionalism.
* Ability to work independently under the pressure of deadlines, interruptions, and changing priorities while maintaining a strong attention to detail. Reliable, resourceful, flexible.
* Job Specific qualifications:
* Valid WDL, good driving record, proof of insurance.
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| **Duties and Responsibilities** |
| **Culture Work**The YUGM is dedicated to serving the needs of the homeless. We serve a diverse group of people from various cultures, beliefs, and values. We treat everyone with dignity and respect and do our best to meet the needs of this population. The staff works together to ensure we use our resources and volunteers wisely.* Establish professional, caring, strengths-based relationships built on truth, respect, encouragement and trust.
* Maintain a high level of integrity in modeling and promoting the Mission’s Christian culture, core values, policies and procedures.
* Ministering to our clients, showing them kindness and grace.

**Team Work*** Instructing, training and coaching each person you work with is an instrumental part of the role.
* Able to communicate well with others including donors, staff and volunteers
* Work well in a collaborative, team environment, and with volunteers.

**Direct Work*** Manage vendors who support marketing and communications.
* Manage all media relations; stay abreast of daily news, putting out regular press releases, positioning YUGM personnel and services as the local expert in serving the homeless.
* Maintains the publication, photo, video and graphic archives.
* Direct, design, edit, and produce all the organizations print and digital communications as well as promotional materials. Works collaboratively to develop media guidelines and policies within the organization.
* Maintain brand standards in all internal and external communications, ensuring consistent adherence to the YUGM brand and style.
* Performs duties of staff photographer handling all events as assigned.
* Manage website.
* Active management of social media account including video short stories/testimonies
* Additional duties as assigned.
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| **Working Conditions** |
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The primary duties of this position are performed in a well-lighted, temperature-controlled environment. The noise level in the environment is usually moderate. May also be required to be outdoors inclement weather and work irregular hours.

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| **Essential Requirements/Competencies** |
| To perform the job successfully, an individual should demonstrate the following competencies:**LOVE*** Improves the reputation of Christ by personal interactions with others.
* Remains relationally available, present, and authentic in all contexts.
* Demonstrates genuine and sacrificial care for the wellbeing of others.
* Pursues God personally, relationally, emotionally, and intellectually.

**PROFESSIONALISM*** Is consistently at work and on time, arrives at meetings and appointments on time.
* Meets deadlines and fulfills commitments with thorough follow-through.
* Proactively measures work to ensure learning, improvement and success.
* Communicates effectively in written form.

**LEADERSHIP*** Professionalism in manner and dress.
* Constantly pursues growth, learning, and improvement.
* Meets deadlines, thinks creatively, plans strategically.
* Executes tasks thoroughly.
* Maintains mission clarity and a godly example under pressure and stressful situations.
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| **Physical Requirements** |
| **Daily Physical Demands*** Able to stand for periods of time while working.
* See and hear.
* Speak English clearly and fluently.
* Walk from one location to another.
* Walk, climb, balance and stoop, reach with hands and arms, use hands to finger, handle or feel.
* Lift up to 25 pounds.
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| **Direct Reports** |
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| **Staff Signature:** |  |
| **Print Staff Name:** |  |
| **Supervisor Signature:** |  |
| **Print Supervisor Name:** |  |
| **Date:**  |  |

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| HR USE ONLY |
| Cell phone reimbursement |  |
| Keys issued |  |
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