



**Traverse Bay Children's Advocacy Center  
MARKETING COMMUNICATIONS SPECIALIST**

**Job Description**

**Traverse Bay Children's Advocacy Center (TBCAC)** is seeking a Marketing Communications Specialist to develop and implement an integrated marketing and communications strategy that will provide information and resources to the community regarding child abuse intervention and prevention services.

TBCAC is a regional response center for the protection and wellbeing of children and families. Its mission is to respond to allegations of child abuse and to bring justice, hope, and healing to those who have been harmed. TBCAC believes that a world without abuse is not only possible, but attainable, through prevention education, outreach and awareness.

This position is a regular, part-time employee, working 20 hours per week with a flexible schedule. Work will be conducted both onsite in Traverse City, Michigan and off-site based on project requirements.

**Job Responsibilities:**

- Manage and develop all marketing and communications, branding and media relations, website and social media content, public outreach, publications, video, brochures, and newsletters.
- Maintain professional knowledge related to the issue of child abuse and the role of children's advocacy centers.
- Other duties as assigned.

**Qualifications:**

- Bachelor's degree, preferably in Communications or Marketing.
- At least 3 years of experience working in a related field of communications, marketing, public relations, business development or other creative field.
- Independent, analytical, self-motivated and able to perform duties with minimal direction.
- Ability to think creatively and anticipate opportunities for communication efforts.
- Excellent written communications skills and visual graphics design ability.
- Excellent organizational and planning skills and the ability to multi-task priorities.
- Hands on experience using WordPress, MailChimp, Adobe Illustrator, Photoshop, and all social media platforms.
- Knowledge of SEO and Google Analytics.
- Good presentation skills.

**Benefits/Perks:**

- \$25,000 annual base salary
- 56 hours of ETO per year; 13 paid holidays
- Opportunity to design and bring to life a creative and captivating communications strategy
- Experience of working alongside a passionate, driven and exceptionally talented team to bring attention to a previously overlooked field

*This job posting may not be an exhaustive list of responsibilities, qualifications or expectations. TBCAC is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.*

**To Apply:**

Please email your application, including a cover letter, resume and three project samples to [sbolde@traversebaycac.org](mailto:sbolde@traversebaycac.org). Only applications that include these three components will be accepted. Application deadline: February 22, 2019.