Main Street Connect Communications and Marketing Associate, Full Time: $55,000

About Main Street

Main Street Connect is a 501©(3) based in Rockville, MD founded on the principles of affordability, inclusivity and sustainability. We opened our first affordable and inclusive apartment building and community center in the summer of 2020. We are a vibrant community providing opportunities for continued learning, social engagement, health and wellness for people of all abilities. By fostering a culture of inclusion, Main Street bridges abilities, age and socio-economic factors, allowing residents and members to enjoy casual, organic experiences as well as structured, purposeful activities and therapeutic programs provided by trained staff and respected community partners. Currently we offer over 20 weekly programs to our 150+ members offering opportunities to learn, connect, move, socialize and most importantly a place and space for people of all abilities to belong.

This Opportunity

The Communications and Marketing Associate is a full-time position designed to lead communications and marketing efforts of Main Street Connect. The Communications and Marketing Associate will increase awareness and understanding of Main Street Connect and its programs, and engage our community through social media, newsletters, community events, and other communication and marketing opportunities. Additionally, the Communications and Marketing Associate will develop content showcasing Main Street’s brand and program offerings and grow social impact with increased number of messages balancing calls for action and overall brand.

Overall Responsibilities

- Implement a communications strategy and plan in collaboration with the Main Street Directors of Strategy/Development and Membership/Program Team.
- Craft messages that appeal to members, volunteers and potential volunteers, donors and potential donors, corporations, foundations, and the Mains Street community
- Develop and distribute the weekly, monthly community and member newsletters, collaborate with other team and staff members to generate ideas, schedules, and capture stories of impact
- Grow organization’s social media presence to reach and engage target audience.
- Support fundraising communications, including campaigns, event descriptions/invites, and annual report
- Support media relations activities including writing press releases, developing/ pitching/placing stories, and managing media lists
- Serve as the final check for proofing and copy editing of reports, publications, and other materials
- Collect communications metrics on website, blogs, and social media and reporting analytics to Communications team
- Assist with regular internal communications within the organization
Social Media
- Responsible for monitoring, maintaining, and growing Main Street Connect’s social media presence (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Generate compelling content for existing (or new) social media channels
- Write overarching brand posts, incorporating Canva and video, for social channels
- Manage engagement on posts, and respond to inquiries in a timely manner
- Organize video and photographs during Main Street Connect events, and other opportunities, for client, donor, and volunteer recognition on social media
- Use and create video to tell Main Street Connect’s story or convey messages

Website
- Manage the website by updating pages, creating new pages, and ensuring the accuracy of information available online
- Update content, integrating social channel posts on the Website utilizing Word Press
- Write content for other community blogs, as needed

Events
- Design invitations and other event collateral
- Record content for, and edit videos as needed
- Support the planning and staffing of all events

Newsletters
- Assist with designing and writing content for twice weekly and monthly community eBlast newsletters and weekly member This Week email
- Design and distribute e-newsletters, and other communications

Design
- Design and update all marketing collateral, website pages and social media graphics
- Design promotional emails, newsletters, blog entries, and other content
- Assist with messaging/design of flyers, emails, Powerpoint presentations or other communication to clients, volunteers, donors, Board of Directors, or partners
- Manage internal and external marketing and branding requests

Knowledge, Skills and Abilities
- Belief and enthusiasm for Main Street Connect mission
- Outstanding interpersonal, oral, and written communication skills, including understanding different styles for audiences and channels
- Excellent organization skills
- Ability to communicate and liaise effectively with colleagues and work well within a decentralized team environment
- Ability to manage multiple tasks and responsibilities efficiently and effectively with an acute attention to accuracy and detail
• Ability to independently manage a multi-faceted workload and meet strict deadlines
• Ability to work well under pressure, prioritize, show flexibility, and solve problems creatively
• Ability to identify areas to improve processes and systems for efficiency
• At least two years in nonprofit communications or related experience
• Bachelor’s degree required
• NEON or other CRM proficiency preferred
• Microsoft Office 365, Outlook, Word, Excel, and PowerPoint, Adobe suite proficiency preferred
• Hootsuite and other social media analytics and scheduling tools experience preferred

Compensation

The Communications and Marketing Associate is a full-time salaried position that includes generous vacation, holidays, individual health, dental, vision, and 401k benefits. Compensation will be competitive with similar roles in the nonprofit sector.

To Apply

Please send your resume and a cover letter that describes your interest in Main Street Connect and your experience to Jillian Copeland at jillian@mainstreetconnect.org including “Main Street Connect Communications and Marketing Associate” in the subject line.