



Position: Senior Marketing & Communications Specialist

Title	Senior Marketing & Communications Specialist	Status	Full-Time
Performance Review	3 months, 6 months, then yearly	Classification	Exempt
Reports to	Executive Director	Salary Range	Negotiable based on experience

MISSION OF THE POLICE ATHLETIC LEAGUE OF BUFFALO:

Is to improve the immediate and future quality of life for the youth of our city and surrounding communities through educational, recreational, cultural, environmental, and prevention programming in partnership with Law Enforcement.

JOB SUMMARY:

The Police Athletic League of Buffalo is seeking a creative, detail-oriented, and enthusiastic **Senior Marketing & Communications Specialist**. The candidate will be responsible for planning, producing, and implementing communication and marketing initiatives to support PAL youth programming and fundraising efforts. The Senior Marketing & Communications Specialists will report directly to the Executive Director. **The ideal candidate will be a self-starter, with demonstrated experience in graphic design, content creation, media writing, social media management and marketing.**

KEY RESPONSIBILITIES:

- Develop and implement a strategic communications and marketing plan that supports PAL activities and initiatives, this would include all youth programs, fundraising events, and community events.
- Develop and design PAL flyers and create content for PAL newsletters.
- Manage content and creative vendor relationships (photographers, videographers, and designers).
- Manage website and develop web content to support PAL programming.
- Engage with local media through written press releases and media alerts.
- Create content for and manage all social media accounts.
- Assistance in supporting Fundraising events around PR & Marketing
- Assistance in grant-writing and seeking potential grants and writing reports.
- Other duties as assigned or deemed necessary by Executive Director

MINIMUM QUALIFICATIONS:

- Bachelor's degree from an accredited college or university in Marketing, Advertising, Public Relations, Journalism, or a related field.
- Two years of progressively responsible experience in the areas of communications, marketing, or a related field in a customer-service oriented setting.
- Excellent interpersonal and communication skills and the ability to work in a fast-paced environment.
- Savvy/understands media, marketing, and communications landscape; able to work with PR vendors and media outlets to place stories.
- **Design experience in Constant Contact, Canva, Photoshop or Illustrator.**

- Strong attention to detail; proven team player with demonstrated excellent presentation skills.
- Demonstrated analytical and critical thinking skills.
- Demonstrated knowledge of relevant software applications and an understanding of print, video, web and social media processes, working knowledge and experience with a web content management system.

PREFERRED QUALIFICATONS:

- More than three years of relevant experience, preferably within the field of non-profit or youth-centered marketing and/or communications.
- Demonstrated ability to work efficiently on deadline-driven assignments, exhibiting self-direction and initiative.
- Demonstrated experiences as a professional communicator applying both skill and theory.
- Demonstrated experience in managing content for multiple social media outlets and experience in optimizing content for various channels and audiences.
- Demonstrated experience in utilizing assessment data to support marketing and communication initiatives; ability to identify marketing opportunities and develop strategies and creative marketing solutions.
- **Working knowledge of design software, photography skills and experience in using digital display programs.**

PHYSICAL REQUIREMENTS:

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to sit, stand, walk, use hands to manipulate, handle, or feel; reach with hands and arms; climb or balance. The employee must talk or hear. The employee will be required to lift and/or move up to 25 pounds. Specific vision abilities required by the job are close vision, distance vision, color vision, peripheral vision, depth vision, and the ability to adjust focus.

WORK ENVIRONMENT:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is exposed to communicable diseases at times.

The Police Athletic League reserves the right to amend this job description based upon its needs and may require the employee to carry out functions beyond those mentioned above. Neither this job description nor any other communication changes the at-will nature of employment. The Police Athletic League is an Equal Employment Opportunity Employer providing equal employment opportunities without regard to race, color, sex, age, religion, or national origin. This policy also includes the handicapped and all disabled Vietnam-era veterans. The Police Athletic League utilizes only job-related criteria in making decisions concerning applicants and employees.

Employee Signature

Date