JOB DESCRIPTION

# Communication and Marketing Associate

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| **Job Title** | Communication and Marketing Associate |
| **Hours** | 40 hours per week<br>Monday and Friday: 9:00 am – 5:00 pm<br>Tuesday, Wednesday, and Thursday: 10:00 am – 6:00 pm<br>Occasional weekends as needed (weekday hours adjusted to stay within 40 hours; no overtime) |
| **Location** | Margaret Fuller Neighborhood House, 71 Cherry Street, Cambridge, MA 02139<br>On-site, with the option to work from home on Tuesdays after the first 3 months of employment |
| **Reports To** | Director of Advancement and Fundraising |
| **Classification** | Full-time, non-exempt |
| **Compensation** | $50,000 – $55,000 annual salary, based on experience<br>$55,000 is the maximum salary for this position and is not negotiable. |

## About Margaret Fuller Neighborhood House

For more than 120 years, Margaret Fuller Neighborhood House (MFNH) has been a cornerstone of Cambridge's Port neighborhood. We strengthen families and build community through a supermarket-style food pantry, community engagement programs, and youth and workforce development initiatives such as SkillBuilders Academy and Rising Leaders. As we approach our 125th anniversary, we are growing how we tell our story and connect with neighbors, partners, and supporters.

## Position Overview

The Communication and Marketing Associate helps Margaret Fuller Neighborhood House tell its story clearly, consistently, and compellingly to the community, donors, partners, and the public. Reporting to the Director of Advancement and Fundraising and working closely with the Grants and Fundraising Manager and Advancement and Fundraising Associate, this role manages day-to-day brand, digital, and communications work: creating content and designs, keeping the website and social media current, producing newsletters and outreach materials, supporting media relations, and promoting events, programs, and fundraising campaigns.

The ideal candidate is a creative storyteller and organized self-starter who is comfortable switching between writing, design, and data. They bring cultural humility and a genuine commitment to communicating with and on behalf of a diverse, multilingual community.

## Key Responsibilities

### 1. Brand Management, Design, and Merchandise

- Maintain and apply MFNH's visual identity (logo, colors, typography, photography style) across all print and digital materials.
- Update and enforce brand guidelines and templates; review staff-created materials for brand consistency.
- Maintain an organized library of brand assets, templates, approved photos, and videos.
- Ensure all materials reflect MFNH's voice: warm, community-centered, and dignity-affirming.
- Design digital and print materials, including graphics, flyers, posters, signage, invitations, postcards, and presentations.
- Manage print production and vendor relationships, including timelines, proofs, and budgets.
- Design, source, order, and track inventory of branded merchandise and SWAG for events, outreach, volunteers, and donor recognition, staying within budget.

### 2. Communications, Storytelling, and Media Relations

- Write and edit clear, engaging copy for flyers, program materials, website pages, social posts, and donor communications.
- Gather participant, volunteer, staff, and partner stories (with consent) through interviews, photos, and short videos.
- Support the annual report, impact reports, and donor updates.
- Draft press releases, media advisories, and talking points for events and announcements.
- Maintain the media contact list and track press coverage and mentions.
- Coordinate photography and videography at events and secure photo releases.
- Support internal communications, such as staff announcements and all-staff updates, as needed.
- Help translate or coordinate translation of key materials to reach multilingual community members.

### 3. Monthly Newsletter Content Management and Development

- Manage the planning, writing, design, and distribution of MFNH's monthly e-newsletter.
- Develop a monthly editorial calendar aligned with programs, events, campaigns, and fundraising priorities.
- Gather and coordinate content from staff, program participants, volunteers, and partners; write and edit stories, updates, and calls to action.
- Design each issue using MFNH's brand templates, with photos, graphics, and links to the website, events, and donation pages.
- Manage the email subscriber list, including sign-ups, segmentation, and list maintenance.
- Proofread, test, and schedule each issue so it goes out on time every month.
- Track open rates, click-through rates, and subscriber growth; report results and recommend improvements.
- Repurpose newsletter content for the website and social media.

### 4. Website Management

- Oversee the day-to-day management and maintenance of the MFNH website, ensuring it is current with the latest content, events, programs, and initiatives.
- Publish and update web pages, news posts, event listings, job postings, and campaign pages (e.g., 125th anniversary, Giving Tuesday).
- Maintain donation, volunteer sign-up, and event registration pages and forms; regularly test links, forms, and mobile display.

- Collaborate with staff across departments to gather content and ensure a user-friendly, informative online experience for visitors.
- Apply website accessibility (ADA/WCAG) and search engine optimization (SEO) best practices.
- Coordinate with the web host or outside vendor on updates, plugins, security, backups, and technical issues.
- Monitor website traffic and analytics (e.g., Google Analytics) and report monthly insights and recommendations for improvement.

### 5. Social Media Development, Management, and Analytics

- Develop and implement a social media strategy that grows MFNH's visibility, engagement, and community reach.
- Manage MFNH's social media accounts (Instagram, Facebook, LinkedIn, and others), including day-to-day posting and account upkeep.
- Plan and maintain a monthly content calendar aligned with programs, events, campaigns, and fundraising priorities.
- Create original content, including graphics, photos, captions, stories, reels, and short-form videos.
- Cover events live on social media and capture photos and video for future content.
- Monitor and respond to comments and messages in a timely, on-brand way, and engage with partner and community accounts.
- Track and report monthly performance (reach, engagement, follower growth, link clicks) with data-driven recommendations.
- Stay current on platform trends, features, and best practices.

### 6. Event and Campaign Marketing, Collaboration, and Support

- Develop marketing plans, timelines, and promotional materials for major events and campaigns, such as the 125th anniversary, Rising Leaders Brunch, Turkey and Food Distribution Block Party, Cheers for the Holidays, and Giving Tuesday, across print, email, web, and social media.
- Partner with the Advancement & Fundraising team on appeals, donor recognition, sponsor visibility, and campaign materials.
- Promote programs and recruit participants and volunteers for food pantry, youth, and workforce programs.
- Work closely with the Advancement & Fundraising, Programs, and Operations teams to align communications with organizational goals.
- Field and prioritize staff requests for communications and design support.
- Represent MFNH at community events and outreach activities as needed, including occasional weekends.
- Perform other related duties as assigned.

## Qualifications

### Required

- 2+ years of experience in communications, marketing, digital media, or a related field (internships and volunteer roles count), or a bachelor's degree in a related field.
- Strong writing, editing, and proofreading skills, with a portfolio of writing and design samples.
- Working knowledge of design tools such as Canva and/or Adobe Creative Suite.
- Experience managing organizational social media accounts and reading platform analytics.
- Familiarity with website content management systems (e.g., WordPress, Squarespace, Wix).
- Strong organization and ability to manage multiple projects and deadlines.

### Preferred

- Experience in a nonprofit or community-based organization.
- Email marketing experience (e.g., Mailchimp, Constant Contact) and familiarity with donor databases or CRMs.
- Photography and short-form video skills (e.g., CapCut, Adobe Premiere, Reels/TikTok).
- Bilingual or multilingual skills, especially Spanish, Haitian Creole, Portuguese, or Amharic.

## Skills and Attributes

- Creative storyteller with a sharp eye for design and detail.
- Self-starter who takes ownership and follows through.
- Collaborative, flexible, and responsive to many internal stakeholders.
- Committed to equity, inclusion, and representing community members with dignity.
- Comfortable using data to inform decisions.

## Working Conditions

- On-site at 71 Cherry Street, Cambridge, MA, five days a week for the first 3 months of employment. After 3 months, the option to work from home on Tuesdays.
- Occasional weekend hours as needed for events. When weekend work is required, weekday hours will be adjusted that same week so total hours stay within 40. Overtime is not offered.
- Ability to lift up to 25 lbs (event materials, merchandise) and stand for extended periods during events.

## How to Apply

Send a resume, a brief cover letter, and a portfolio or 2–3 work samples to Sneha Harsh, Director of Advancement and Fundraising, at sharsh@margaretfullerhouse.org with "Communication and Marketing Associate" in the subject line. Applications are reviewed on a rolling basis.

## Equal Opportunity Statement

Margaret Fuller Neighborhood House is an equal opportunity employer. We value diversity and do not discriminate on the basis of race, color, religion, sex, gender identity or expression, sexual orientation, national origin, age, disability, veteran status, or any other protected status. People from the communities we serve are strongly encouraged to apply.