Parent Engagement Network

Communication/Social Media Specialist
Primarily Remote
Some in Person
Contract Position ($12,000 per year. $1000 per month)

Communications/Social Media Specialist Position Description

PEN is looking for the self-starter who believes in our mission and is excited to build the organization moving forward through their excellent and creative communication expertise. The position is perfect for someone enthusiastic who can see both the big picture and all of the little details that go into it. If that sounds like you, we’d love to hear from you.

The primary purpose of the Communication Specialist will be to oversee the development and maintenance of a consistent and provoking PEN story that will be shared with all targeted audiences via numerous formats. The goal of all communication will be to obtain ongoing support for the organization both in terms of engagement and financial support.

The successful candidate will have a solid understanding of, and experience with, communication planning, targeted messaging, advertising, social media, public relations and well as being able to communicate with a wide variety of individuals. Must be self-motivated and able to handle deadlines.

Responsibilities Include:

- Oversee implementation of Communication Plan
- Keep website up to date at all times
- Utilize Google Analytics to provide feedback on website
- Develop and Distribute Monthly Newsletter
- Attend Monthly Marketing Committee meetings
- Build engagement and fundraising campaigns
- Coordinate with Program Specialist and Interpretation/Translation Coordinator for creation of marketing materials and promotion of programs
- Ongoing/Robust social media presence that is not only informative, but creates dialogue and relationships
● Develop tactics to connect with all target audiences
● Ensure that photo archive is kept and is up to date at all times
● Develop videos to promote donors and our work
● Maintain contact with all key contributors, coalitions, membership organizations, to promote PEN and to ensure that we are working as partners with them in terms of our communication and promotional efforts.

Communications/Social Media Specialist Requirements

● BA/BS in public relations, communications, marketing, advertising, or related field or equivalent (3+ years in similar role)
● Superb written and verbal communication skills
● Exceptional attention to detail
● Excellent demonstration of computer literacy skills, including but not limited to Google, Word Press, Adobe Suite, Canva and related programs.
● Proven content writing and social media experience
● Team player
● Bilingual is desired, but not required.
● Must have own computer as PEN does not have a bricks and mortar office.
● References Required

The deadline to apply for this opportunity is June 23, 2023. Please email application to: stacy.cornay@penbv.org.