



## JOB DESCRIPTION

*The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.*

**Title:** Marketing & Communications Specialist

**Department:** Development

**Reports to:** Development and Communications Manager

**Status:** Full Time, Year Round

**Location:** Los Angeles area. Hybrid but are able to work from the Santa Monica office at least once per week and work from Camp in Lake Hughes when needed.

### THE ROLE

Create and share content and materials that connect people to The Painted Turtle's mission: to deliver innovative and life-changing camp experiences to children with serious medical conditions and their families.

### SUMMARY

Join a team of caring individuals who like to think big, have fun, and create work that inspires others to get involved. This team member will be more than a great designer and social media specialist; they will be an excellent communicator who can create compelling and meaningful content and will be well-versed in executing work that is successful in both real-world and digital spaces. Their day to day includes managing Communications team workflow, managing social media channels, designing and strategizing collateral materials for internal and external communications, and assisting with special projects. As part of the Development team, this team member will be supervised by the Development and Communications Manager and will work closely with the Graphic Design and Marketing Specialist.

### ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING. OTHER DUTIES MAY BE ASSIGNED.

- Manage workflow for day-to-day Communications projects with a strong emphasis and project management in a fast, multiple approval levels and an ever-changing environment.
- Provide Communications Training to new staff members as part of their onboarding process.
- Create quarterly newsletter/blog, Turtle Scoop, and contribute writing for other Eblasts, Annual Reports, monthly giving, etc.
- Concepting, design, and execution of marketing materials for the organization, maintaining The Painted Turtle brand standards.
- Assist Program & Development teams with special projects like donor recognition, SeriousFun initiatives, and others.

- Oversee, develop, and create authentic, consistent, and engaging content for use on social media platforms.
- Provide creative direction for internal events and 3rd party partnerships.
- Maintain databases and spreadsheets that support the organization's initiatives including the Communications team's internal calendar, photo and video library, quote database, seasonal photo shot list, MailChimp , and CRM if necessary.
- Execute photo and video shoots as needed.
- Fulfill photo, logo, and video requests from multiple departments.
- Assist Communications and Development teams with measuring the performance and success of the communication efforts by monitoring trends, statistics, and analytics for social media. Update the social media metrics in Excel quarterly and present findings to the team.
- Coordinate printing with print houses and provide press-ready files and order forms.
- Participate in weekly Communication and Development team meetings and support all Development events and fundraising goals as necessary.
- Provide event support as needed but mainly for photo and video footage.
- Attend SeriousFun networking meetings to learn KPI's and best practices from the Camp community.
- Provide administrative support as needed.

## **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty competently. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Minimum two years of prior relative work experience.
- Well-versed in the following social media platforms: Meta suite, Facebook, Instagram, and LinkedIn ideally would have Google Grant for search and display advertising.
- Working knowledge of Microsoft Word, Outlook, Excel, and PowerPoint
- Working knowledge of project management software like Planner, Teams,
- Graphic Design and Video Editing: Highly familiar with Adobe Creative Cloud software.
- Comfortable learning and operating a Canon DSLR camera for photo and video production and archiving, organizing and cataloging footage.
- Knowledge and understanding of communications software like Google documents and forms, PCloud (cloud storage), Mail Chimp, Drupal.
- Basic coding and web generalist skills encouraged.
- Written and Spanish speaking encouraged.

## **COMPETENCIES**

To perform the job successfully, an individual should demonstrate the following competencies:

- Attention to Detail - Pays attention to details; Understands and follows organization protocols; Is thorough and complete in performing responsibilities.

- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Sets goals and objectives; Follows up with co-workers as needed; Develops realistic action plans InDesign, Photoshop, Illustrator and Premiere Pro. Tracks performance through metrics.
- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- Oral Communication - Listens and asks for clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

## **REQUIREMENTS/EDUCATION/EXPERIENCE**

Bachelor's degree (B. A.) from four-year college or university preferably with communications, graphic design, and/or marketing background or degree.

## **ABOUT US**

The Painted Turtle has been providing camp experiences to children with serious medical conditions and their families since opening its gates in 2004. The people who work here have big hearts and work tirelessly to ensure we are making a difference. Our culture is fun, emotionally driven, and extremely collaborative. We work by a strong set of core values that guide us in all we do: Community, Trust, Courage, Heart, Vision, Compassion, and most of all Joy! What we do is hard to put into words, but our co-founder Paul Newman sums it up best "It's not that the children say, 'Thanks for a wonderful time.' It's that they say, 'Thank you for changing my life.'" Join The Painted Turtle team and you too will experience the magic and power of Camp.

The Painted Turtle is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, veteran status, disability status, or any other federal, state or local protected class. We encourage applicants from a wide variety of identities and experiences to apply.

### **Benefits:**

- A competitive benefits package including medical, dental, and vision coverage. With our HMO plan being covered 100% by the employer for the employee.
- Generous paid Vacation Time, and Sick Leave
- Over 15 paid days off for Holidays. An additional week off (paid) at the end of the year.
- Eligibility to participate in our 401(k) retirement Savings Plan with an employer match up to 4%. • 8 days to volunteer at camp (paid) in year 1; 5 days in years after
- Professional development opportunities

**To apply:** Please submit a resume and cover letter to Christine Cook, HR Manager at [christinec@thepaintedturtle.org](mailto:christinec@thepaintedturtle.org)