

Job Description External Relations Department

Position Title: Marketing, Social Media & Communications Specialist

FLSA Status: Non-Exempt, Fulltime, \$17 an hour

Department Name: External Relations

Supervisor's Title: Director of External Relations

Pay: \$17/hour

Benefits: IRA with 3% match, once eligible

Location: Buffalo, NY

Programs Overview:

WEDI's mission is to strengthen communities through a continuum of educational and financial resources, removing systemic barriers to economic equity for all Western New Yorkers. Founded in 2006 by members of the Westminster Presbyterian Church to improve the quality of life for residents of Buffalo's West Side, WEDI (the Westminster Economic Development Initiative) has two focus areas—Education and Economic Development—and numerous programs including the West Side Bazaar. This dual focus makes WEDI unique among its peers. With a passionate, diverse staff that is representative of the constituents it serves, WEDI is well-poised to realize its vision that all residents of Western NY can succeed and thrive in a culturally inclusive community.

Position Summary: An engaged, creative, enthusiastic, curious thinker who will work as WEDI's Marketing & Social Media Coordinator with the Director of External Relations, Development Specialist and Capital Campaign Manager. This person will fill WEDI and both the Bazaars' Twitter, Facebook, Instagram, TikTok and YouTube accounts with compelling material and be able to quantify reach and results in monthly reports. They will also participate in planning and executing Bazaar marketing and WEDI fundraising campaigns, in-person events and producing the materials associated.

Candidates should have strengths in social media, digital marketing, graphic design, storytelling, interpersonal relations, good grammar and writing and proofreading ability. Experience with video and/or photography, development, advertising, collateral design, donor or sponsor relations, or event planning is vital.

Key Responsibilities:

- Social media and the research and interviewing it requires for compelling storytelling
- Assist in the promotion of WEDI and the Bazaars through traditional & digital media, social media, website, in-person events, tabling, and other development work
- Assist in the implementation of the development/marketing strategies and engagement strategies with donors, supporters, corporate and foundation sponsors, and Bazaar visitors ensuring seamless messaging to all stakeholders
- Assist at special fundraising and networking events

VISION

All residents of Western New York can succeed and thrive in a culturally inclusive community.

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- Build single-page websites (Squarespace or similar) for market tenants (Food Merchants)
- Identify and cultivate new partner relationships for marketing purposes
- Provide Technical Assistance (TA) to the businesses in the design of marketing collateral and logos
- In conference with director of external relations, identify / liaise with area artists for signage (design and fabrication)
- Write / proof / edit press releases, e-blasts and similar public-facing correspondence

Required Qualifications

- Competent and efficient in Microsoft Office, the Adobe Creative Suite, digital marketing and social media (desired but not required: nonprofit experience, Canva, Mailchimp, Wix, donation platforms)
- Demonstrated problem-solving skills; willingness to learn and flexibility
- High accuracy in work, organizational skills, and attention to detail
- Self-starter
- Familiarity with the needs, desires, interests, concerns, pain points and barriers to communication that come into play with the diverse communities that call Buffalo home.
- Interest in food and foodways a plus; commitment to culture, agency, inclusivity a must.
- Superior communication and customer service skills and an ability to adapt to a wide variety of audiences, including clients, supervisor, direct report(s), peers, and external partners/vendors.

Preferred Qualifications

- Graphic design, photography, videography skills

Miscellaneous

- Position start date is September 2023.
- The position is full-time with benefits. Salary will be commensurate with experience.

Organizational Policy/Procedure Compliance:

- Follow all organizational policies and procedures as well as local, state, and federal laws.
- WEDI does not tolerate sexually, violently, or other unlawfully discriminatory actions, gestures, harassment, or statements. Any of these behaviors are subject to personnel action up to and including immediate termination. Such actions must be reported to the supervisor immediately.
- Always maintain confidentiality of organizational records and information.
- Maintain a professional, but friendly and culturally sensitive image.

We are looking for people who share our passion for advancing emerging entrepreneurs from diverse backgrounds. Please send a resume, cover letter, and link to any relevant digital portfolio or a writing sample to jobs@wedibuffalo.org

WEDI values diversity and inclusion throughout its city and in its organization. People of color, women, LGBTQIA+ individuals, people with disabilities, and formerly incarcerated individuals are encouraged to apply.

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