



COMMUNICATIONS AND MEDIA SPECIALIST

Reports to: Chief Development Officer
Job Status: Part- Time (20-25 hours a week)
FLSA Status: Non -Exempt

Department: Development
Location: Norwalk, CT
Travel Requirements: 25%

SUMMARY

The Communications and Media Specialist is responsible for developing and implementing strategic communications and media plans that enhance DVCC's visibility, strengthens its brand, and supports its programs and fundraising efforts. This role includes managing digital content, media relations, social media, and external communications.

RESPONSIBILITIES

- Develop content and promote DVCC through various channels, including social media, newsletters, website, and reports.
- Monitor and report on media coverage.
- With guidance from CDO, develop and execute a comprehensive social media strategy.
- Manage the organization's presence across social platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.).
- Create engaging digital content to educate, inform, and inspire supporters and stakeholders.
- Track and analyze digital engagement metrics to optimize communications strategies.
- Create compelling written, video, and visual content that tells the story of the organization's work and impact.
- Production of regular blog posts, articles, newsletters, and other communication materials.
- Work with program staff to gather stories, data, and visuals that highlight the organization's impact.
- Work with internal teams to ensure alignment on messaging for campaigns, events, and other initiative
- In collaboration with C Suite, ensure the organization's brand, voice, and key messages are consistently reflected across all communications materials.
- In collaboration with C Suite, draft, produce and distribute marketing materials, including brochures, newsletters, websites, annual reports, and other print or digital content.
- In collaboration with C Suite, implement donor-centric communication strategies to keep donors informed and connected with the organization's mission and impact.

QUALIFICATIONS

- Bachelor's degree in Communications, Journalism, Marketing, Public Relations, or related field.
- 2–4 years of experience in a communications or media role, preferably in a nonprofit or mission-driven organization.
- Excellent writing, editing, and proofreading skills.
- Proficiency in social media platforms and content management systems (e.g., WordPress).
- Familiarity with email marketing tools (e.g., Mailchimp), design tools (e.g., Canva or Adobe Creative Suite), and analytics platforms (Google Analytics, social insights).
- Strong organizational and project management skills.
- Passion for the nonprofit sector and commitment to DVCC's mission.

- Ability to work independently, as well as part of a team.
- Knowledge of Microsoft Office Suite
- Strong problem-solving skills and the ability to think creatively.
- Passionate about the organization’s mission and working with volunteers to create meaningful impact.
- Basic graphic design or video editing skills.

COMPENSATION

DVCC offers a supportive workplace culture. DVCC offers competitive compensation, excellent benefits, and a supportive workplace culture. The salary range for this position is \$25-\$35 per hour. Paid time off will be given on a prorated basis. Professional development opportunities are also encouraged.

EQUAL OPPORTUNITY EMPLOYER

DVCC is committed to creating a diverse, equitable, and inclusive environment. DVCC does not discriminate based on race, sex, color, religion, age, national origin, marital status, disability, veteran status, genetic information, sexual orientation, gender identity, or any other reason prohibited by law in provision of employment opportunities and benefits.

WORKING CONDITIONS

- Part-time position: occasional evenings and weekends may be required.
- Primarily office-based with some travel required for community outreach and events.
- In-person position

PHYSICAL DEMANDS

Physical Abilities	N/A	Occasionally	Frequently	Constantly
Standing			X	
Walking			X	
Sitting				X
Stoop, kneel, crouch, crawl, bend		X		
Handling/Fingering				X
Reach Outward/Above		X		
Taste and Smell		X		
	Less than 10 lbs	10 lbs to 50 lbs	50 lbs to 100 lbs	More than 100 lbs
Lifting		X		
Visual Requirement	20/20 Correctable Vision			

SIGNATURES

Prepared by: _____ Date: _____

Approval Signature: _____ Date: _____

Employee Signature: _____ Date: _____

DVCC has reviewed this job description to ensure that essential functions, competencies and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and DVCC reserves the right to change this job description and/or assign tasks for the employee to perform, as DVCC may deem appropriate.

