



Job Title: Marketing and Communications Associate
Department: Marketing and Communications
Reports to: Director of Communications
Effective: August 2024
Salary Range: \$50,000-\$60,000

Working at the Vermont Community Foundation

For more than 35 years, the Vermont Community Foundation (VCF) has served Vermonters and their families through philanthropy and building stronger communities. Our mission—Better Together: inspiring giving and bringing together people and resources to make a difference in Vermont—provides the bedrock for our workplace culture. Our employees are passionate about making a difference every day. We approach our work with curiosity, respect, and integrity and believe in collaboration, equity, and diversity. When you join our team, your work will matter.

Position Summary

We are seeking a skilled and dynamic Marketing and Communications Associate to join our fast-paced team. This individual will play a pivotal role in supporting the Marketing and Communications team, with a focus on creating compelling content, managing social media channels, and assisting with successful marketing campaigns and other communications efforts.

We are seeking a precise writer with proven expertise in content creation across multiple platforms. The ideal candidate will possess exceptional attention to detail and can adapt communications to fit various marketing strategies. Additionally, the candidate should be well-versed in using social media tools and have a strong understanding of analytics to track and report on key performance indicators.

The VCF is on a growth trajectory and is looking for team members who enjoy a dynamic work environment with a strong mission and set of core values. This role will interact with staff across the organization.

This position is full-time, salaried nonexempt position reporting to the Director of Communications.

Essential Responsibilities

This role requires a self-starter who thrives in a collaborative environment and is ready to contribute to the success of the Foundation's marketing and communications initiatives. Responsibilities include:

- **Content Creation & Management:** Draft and distribute press releases, articles, newsletters, blog posts, social media posts, and internal communications that align with the organization's voice and goals, adapting content for various platforms and marketing purposes

- **Social Media Management:** Implement and manage social media strategies across platforms (LinkedIn, Facebook, Instagram, X), including scheduling posts, engaging with followers, and monitoring channel activity
- **Website Content & Updates:** Regularly update and optimize website content, ensuring accuracy, SEO best practices, and timely updates
- **Media & PR Support:** Support media outreach by maintaining media lists, pitching stories, coordinating interviews, and managing inquiries
- **Campaign Execution:** Assist with developing and executing integrated marketing campaigns (email, social media, web) using Marketing Cloud Account Engagement (MCAE)
- **Analytics & Reporting:** Track and report on key metrics related to communications and marketing efforts, such as website traffic, social media engagement, email performance, and media coverage

Skills and Experience

- **2+ years of experience** in a communications or marketing role, preferably within a fast-paced environment
- **Associate's degree or higher** in Communications, Marketing, Journalism, or a related field
- **Excellent written and verbal communication skills** with proven experience in writing for various platforms (press releases, blog posts, social media, etc.)
- **Social media content development and management** across platforms like Facebook, LinkedIn, Instagram, and X, with the ability to engage audiences and monitor performance
- **Strong organizational skills** with exceptional attention to detail and the ability to prioritize and manage multiple projects under tight deadlines
- **Demonstrated curiosity, integrity, and initiative**
- **Ability to work independently** and take ownership of tasks, ensuring quality while meeting deadlines
- **Experience with email marketing tools** such as MailChimp, Constant Contact, or similar platforms, with knowledge of best practices for audience engagement and conversion
- **Experience with website content management platforms** (WordPress, Wix, etc.) and a solid understanding of SEO principles
- **Media relations experience**, including writing press releases and pitching to media outlets, is highly desirable
- **Experience with and enthusiasm for AI technologies**, along with the ability to quickly learn digital tools, such as AI-driven marketing and communications platforms
- **Flexible and calm under pressure**, with the ability to adapt to shifting priorities and work well in a collaborative team environment

- **Portfolio required** showcasing strong writing and social media management skills
- **Familiarity with Adobe Creative Suite, Canva, or similar design tools** is a plus, but not required

Location

The location is flexible as this is a hybrid role but must be within driving distance of our Middlebury and Burlington locations for periodic in-person meetings.

Instructions for Applying

Qualified applicants may send their resume and cover letter to careers@vermontcf.org. Applications will be accepted until the position is filled.

The Vermont Community Foundation is an equal employment opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, religion, gender, gender identity, sex, age, marital or civil union status, national origin, ancestry, sexual orientation, place of birth, citizenship, military or veteran status, HIV status, genetic information, disability, or any other legally protected status as defined and required by state and federal laws.