

SENIOR MARKETING COMMUNICATIONS SPECIALIST

The **Marketing Communications Specialist** will work with the Director of Marketing Communications (MarComm) to contribute to Inglis' marketing communication plans and strategies promoting all of its entities with all stakeholders, both internally and externally. The Marketing Communications Specialist will directly undertake activities that establish, promote, enhance, protect, and communicate Inglis' brand; the development and implementation of key messaging, talking points and media statements in response to emergent issues. The position provides critical coordination and support to the organization in a variety of ways, including, but not limited to, developing communications plans, working with key leadership, creating relevant and compelling content across multiple channels, managing multiple and simultaneous projects, and serving as the MarComm liaison for a portfolio of designated programs, services, or entities. *When applying, a cover letter and writing sample are required.*

POSITION STATUS: Full-time, Exempt
REPORTS TO: Director of Marketing Communications
DIRECT REPORTS: N/A
UPDATED: 10/29/21

KEY AREAS OF RESPONSIBILITY:

- Provide consultative expertise (in partnership with Dir., Marketing Communications) with regards to developing, managing and executing communications strategies, tactics, and campaigns.
- Collaborate with the Marketing Communication Team, Senior Leadership, external partners, and with subject matter experts to develop communications plans that include engaging content that is correct, clear, complete, current, legal, and consistent.
- Manage a wide range of communication projects with end-to-end accountability.
- Manage a portfolio of projects and create strong, ongoing relationships with organizational entities/departments/divisions (clients) – becoming their trusted partner and advisor on MarComm issues.
- Take the lead in managing MarComm projects for the department including organization's website.
- Assist in the development and implementation of communications formats such as news releases and media pitching, speeches/remarks, key messaging and talking points, as well as internal communications.
- Develop strategic long- and short-term content campaigns, providing input into internal processes and helping to establish a scalable content creation model.
- Create marketing and promotional content for Inglis programs and services to drive prospecting activities, generate awareness, and increase census.
- Write, research, and support development of messaging for departments, programs, leadership and organization as a whole, including emails, direct mail, website content, speaking remarks, news stories, social media content, brochures, collateral and other communication materials as required.
- In partnership with Creative Services Specialist, and the Director of Marketing Communications, oversee the creation and dissemination of the organization's quarterly external newsletter, Image, as well as the bi-monthly internal staff newsletter, Insight - including developing topics for coverage, connecting with internal and external constituents for interviews and story development.
- Help to develop monthly electronic newsletter in coordination with MarComm team.
- Attending and reporting on organizational events and initiatives in the Image and Insight newsletters, website, social media, and other communications channels.

- Create and maintain library of content stories and manage deployment of stories through multiple channels.
- Create and update content for Inglis website on an ongoing basis.

ROLE-SPECIFIC COMPETENCIES:

Writing/Communication Skills: Demonstrates exceptional written and verbal communications skills; represents Inglis and the department in a positive and professional manner, and conveys ideas and facts using language the audience will best understand across a variety of mediums and outlets. Ability to create written materials in the organizational “voice” as well as that of senior leadership. Capacity to write across a variety of formats and styles from collateral copy, to public remarks, to letters, to press releases, to white papers, to op-eds.

Strategic MarComm Planning & Project Management: Assists in developing comprehensive marketing communications plans for complex, cross-functional initiatives that align, support, and highlight Inglis’ mission, vision, and goals; organizes work and sets priorities and resource requirements; determines necessary sequence of activities needed to achieve goals and completion of essential projects to meet critical deadlines.

Editorial Experience: Exhibits impeccable grammar skills, a keen eye for detail, and a passion for ensuring accuracy and clarity. The ability to adhere to style guidelines and a desire to work in a fast-paced environment are essential. Facilitate review and approval of all communications prior to production. Lead quality checks for communication material prepared by other staff members to ensure appropriate writing style, proper punctuation, and organizational guidelines.

Teamwork: Supports colleagues and direct reports by facilitating a positive and motivating work environment; promotes cooperation and commitment within a team to achieve goals and deliverables; value’s other team member’s contributions and time; takes personal responsibility for the quality and timeliness of work; adheres to the department policies, schedules, and procedures. Builds partnerships and works collaboratively with others across the organization and outside of it to achieve shared objectives.

EDUCATION & EXPERIENCE:

- BA/BS in English, Journalism, Communications, Public Relations (preferred) or related discipline, or equivalent knowledge acquired by work experience and training.
- Five to seven years of progressively responsible professional writing, editing, messaging and communications management experience.
- Experience working in the not-for-profit, health care, or disability sectors preferred.
- Demonstrated experience producing quality writing skills and the ability to translate complex topics into accessible information.
- Exhibits high professional standards, the ability to think strategically, and the maturity to serve the needs of multiple constituencies/clients.
- Takes the initiative and is a proactive self-starter
- A track record of writing and producing content across media and for a variety of audiences and levels, articles, feature stories, press releases, talking points, white papers, video scripts, etc.

ABOUT INGLIS:

Founded in 1877, Inglis has been supporting people with disabilities to live the lives they choose, where and how they choose. From adapted technology, independent living apartments, and other community-based programming, to long-term care – Inglis meets the needs of the people we serve along the continuum of care.

Inglis has three key areas of programmatic focus under the “parent” of the Inglis organization, including: Inglis Housing Corporation, the largest private developer in the Philadelphia area of affordable, accessible independent living apartments for people with disabilities; Inglis House, our long-term care wheelchair community serving a younger

population (average age is 54); and Community Support Services, a collection of programs that support people with disabilities who choose to live independently in the community. All of these services are supported with Inglis' thought leadership in Adapted Technology and commitment to Person-Centered Care

Inglis is a national leader in providing comprehensive care and services for people living with multiple sclerosis, cerebral palsy, spinal cord injuries and other neurological disorders resulting in some level of paralysis and mobility impairment. Inglis serves more than 1,000 people directly, and many more indirectly through its website and other outreach activities supporting its mission to "enable people with disabilities – and those who care for them – to achieve their goals and live life to the fullest."

Inglis welcomes great people without regard to disability, race, religion, age, gender, sexual orientation, national origin, military service, marital status, or any other characteristics, as protected by law. We encourage all Protected Veterans and the long-term unemployed to apply. **Please send resume, cover letter, and writing samples to Inglis Human Resources, 2600 Belmont Avenue, Philadelphia, PA 19131 or via email to careers@inglis.org Applicant submissions without a cover letter or writing samples will not be accepted.** EOE, M/F/D/V