

Partnership for Children of Johnston County

Job Description

Impact Specialist

Reports To

The Impact Specialist reports to the Impact Director.

Classification and Salary Range

This is a regular, full-time, exempt position with a salary range of \$42,925 to \$60,095.

Job Overview

The Impact Specialist plays a key role in advancing our mission by clearly communicating our goals, values, and initiatives to a diverse audience. The Impact Specialist has excellent communication skills and a strong understanding of nonprofit messaging. They are responsible for implementing strategies that enhance brand visibility, engage stakeholders, and foster community partnerships. The Impact Specialist will work closely with program staff and leadership to gather both quantitative and qualitative data, creating compelling stories that highlight our impact and inspire support. In addition to preparing press releases, marketing materials, and social media content, this role will manage media relations and coordinate awareness efforts to ensure our messages resonate with various audiences. As we aim to expand our reach and deepen our impact, creativity and interpersonal savvy are essential in promoting our mission and promoting a culture of collaboration both within the organization and with external partners.

Responsibilities

- Assist in the development of an annual communication plan and implement communication strategies that align with the organization's goals.
- Ensure consistent branding across all programs.
- Assist in developing the organization's messaging and create a messaging toolkit for staff and the Board to utilize.
- Create and manage content for social media platforms, website, local publications, and other communication channels.
- Assist in keeping the Partnership's website up-to-date, relevant, and functional.
- Coordinate media relations by drafting press releases, responding to inquiries, and building relationships throughout the community.
- Organize and promote events and activities that raise awareness, generate sponsorships, and increase private donations.
- Support program evaluation efforts by working with activity managers and program staff to collect success stories and impact data to inform funders and highlight accomplishments.
- Review and submit programmatic data as required by our funders.
- Analyze communication efforts to assess effectiveness and make improvements.
- Develop annual reports, promotional materials, and communication resources for awareness and fundraising efforts.
- Represent the organization at community meetings and networking events.

Requirements

- Bachelor's degree in communications, public relations, marketing, or a related field.
- Minimum of one year of experience in a communication role, preferably within the nonprofit sector.
- Exceptional written and verbal communication skills with a keen attention to detail.

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- Proficient in social media management and digital marketing strategies.
- Experience with graphic design and content creation tools, such as Canva.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Experienced in planning and managing events effectively.
- A passion for nonprofit work and advocacy, with knowledge of current early childhood issues.
- Ability to work nights and weekends as needed.

EEO

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

ADA

We will make reasonable accommodations for employees, in accordance with the Americans with Disabilities Act (ADA), upon request.

How to Apply: Please follow the instructions on the Partnership's [Indeed page](#)