



Marketing and Communications Strategist (Full Time)

FriendshipWorks' mission is to reduce social isolation, enhance quality of life and preserve the dignity of elders in Boston and Brookline. We accomplish this mission by recruiting and training volunteers of all ages, faiths, and backgrounds who provide friendship, advocacy, education, assistance, and emotional support to isolated older adults.

FriendshipWorks operates five programs at no cost to elders throughout Greater Boston. One of the cornerstones of our work is our Friendly Visiting program that connects elders one-on-one in their homes with volunteers who provide company, friendship, and support. Friendly visiting matching is provided in all of Boston's neighborhoods, Brookline, Cambridge, Somerville, and Newton. Matches are made in both English and Spanish. Other programs offered by FriendshipWorks include Medical Escort, Friendly Helping, PetPals and MusicWorks.

DESCRIPTION

Position Summary:

As our Marketing and Communications Strategist, you will serve as the Chief Storyteller of the FriendshipWorks mission, with the ability to gather program data and information, interview our program recipients and volunteers, and create effective narratives and impactful messaging for digital platforms including website, email, social media, podcasts, blog etc., and through traditional media vehicles such as TV, newspaper, radio, print ads, newsletters, direct mail solicitations, and other print collaterals. Working with the Programs staff, you will strategize on neighborhood outreach and generate informational materials/brochures for distribution in key areas to reach elders in need of our services. As a member of the Development and Communications team, you will help create and launch revenue-generating campaigns to raise funds for the mission of FriendshipWorks. You will also lead all marketing, communications, and promotional activities in support of FriendshipWorks' in person and virtual events, most notably its *Annual Walk to End Elder Isolation*, which takes place each May.

RESPONSIBILITIES:

- Partner with the director of Development and Communications to deliver a content strategy and editorial plan to amplify awareness of the FriendshipWorks mission to all audiences.
- Stay up to date on best practices for developing, curating, and promoting content in print and through all digital channels.
- Build strong working relationships with Program staff in order to gather stories and content that represent the full breadth of our impact and programmatic work.

- Serve as copywriter, proofreader and editor on all organizational communications. Write and edit content related to program results and impact, as well as communications for all audiences, particularly our donors, volunteers and other supporters. In short, you will use your writing skills to build community for our cause, attract volunteers, and enhance our donors' experience.
- Strategize across teams on our overall narrative strategy, with an eye to broader public engagement exposure, and an ability to bring a critical lens that prioritizes equity and inclusion in all aspects of our communications.
- Develop and maintain engaging online spaces that expand the awareness of social isolation among elders in Boston, FriendshipWorks' campaigns, events and target audiences via social media, website, and email channels.
- Use existing and innovative digital strategies to support program awareness and help recruit volunteers. Ensure consistency of recruitment messaging across all levels of outreach including leadership, management, program staff and "Ambassadors."
- Manage targeted outreach to organizations serving elders with special issues (such as vision impairment, surviving spouses, and LGBTQ+ communities).
- Create and maintain FriendshipWorks' communications calendar, House Style Guide and digital assets library. Manage and update all mission photos, departmental and public-facing PowerPoint presentations, event materials, infographics, PSAs and media kits as needed.
- Work with photographers and videographers to schedule photo shoots and on camera interviews with volunteers, program recipients, and supporters for media opportunities, print and online projects.
- Build and maintain trusted relationships with local/beat/neighborhood newspapers and national media, and pitch stories of our mission, program recipients and volunteers. Position FriendshipWorks as newsworthy, relevant and the gold standard for reducing social isolation among older adults.
- Coordinate interviews with elders and volunteers for media opportunities, and for purposes such as testimonials for website, social media or newsletter content. Assist with translation of interviews when needed.
- Partner with Program staff to review and create more effective and relevant messaging (print and digital materials) to different communities, volunteers, and/or older adults. Arrange or assist with translation of materials as needed.
- Engage with, and make recommendations to, Program staff about how communications can support and improve program and service delivery.
- Analyze engagement data and audiences to create recommendations focused on growing the reach and impact of FriendshipWorks' initiatives. Collect and analyze web metrics, such as visits, time on site, page views per visit, transaction volume and donor conversion rates, traffic mix, click-through rates etc. Determine gaps in website copy or visuals and strategize on solutions to make visitor journeys more informative and engaging.
- Work with the Director of Programs on development of and oversee distribution of digital volunteer newsletter.
- Collaborate with Development and Marketing team on campaigns. Manage and mentor intern or volunteers as needed on projects.
- Manage content, print production and publishing schedules for all organizational collaterals, including Program brochures, one pagers, Annual

Report, newsletters, office stationery, media packets, business cards, resource guides etc.; revise source documents and reorder as necessary.

- Attend events in various communities and table/display at conferences when appropriate to promote FriendshipWorks.
- Continue to establish the Executive Director of FriendshipWorks as a subject matter expert by scheduling presentations and speaking opportunities at events, conferences, podcasts, symposia and roundtables.

QUALIFICATIONS

- A Bachelor's degree in Communications, Journalism, Public Relations, or equivalent professional work that has equipped you with dynamic and polished writing and communications skills.
- Minimum of six years' experience in fundraising & communications with nonprofit or advocacy organizations preferred.
- Fluency in a second language, especially Spanish, Haitian or Cape Verdean Creole, strongly preferred.
- Excellent written, speaking, editing, and research skills, including the ability to seek out and quickly synthesize complex information from health, science and psychology publications/articles/blog posts/ industry updates etc. that speak to the effects of social isolation and loneliness, while educating the public about FriendshipWorks' evidence-based interventions and solutions to reducing elder isolation.
- Top-notch project management skills, with the ability to elicit and incorporate feedback from staff at all levels of the organization.
- Ability to work with others, especially on deadline, adapt to changing situations, prioritize, and switch between different projects and tasks on short notice.
- Graphic Design proficiency with Canva, Photoshop, InDesign etc. a huge plus
- Experience with Salesforce also a plus.
- Quick learner and ability to take initiative and problem-solve

FriendshipWorks currently operates under a hybrid schedule (2 days in our Boston office, 3 days remote.)

Salary Range: \$53,000 - \$63,000

To apply: send a resume, cover letter, and work sample to jobs@fw4elders.org. The sample should be a piece of recent work that you were primarily or significantly responsible for. Please provide brief contextual information describing the purpose of the work and, if applicable, how it was used to advance strategic goals.

FriendshipWorks strives to create a diverse and inclusive culture where everyone feels welcome and supported. FriendshipWorks provides equal employment opportunities without regard to race, color, national origin, religion or creed, gender, sexual orientation, marital status, age, veteran status, disability or any

other legally protected status recognized by federal, state or local law with respect to employment opportunities. Individuals from underrepresented groups are especially encouraged to apply.