

POSITION:	Marketing Specialist	SUPERVISOR:	Director of Advancement
FLSA STATUS:	Hourly / Non-Exempt	PAY RANGE:	\$27.31-34.13 (based on experience)

The purpose of this job description is to provide a guide by which you and the management at Everett Gospel Mission (EGM) may measure your progress and ability to meet our commitments.

The following should be considered an outline of your responsibilities and duties as an employee of Everett Gospel Mission a detailed description of how all tasks should be completed.

POSITION SUMMARY

At Everett Gospel Mission (EGM), we exist to engage with our community to alleviate poverty while manifesting the love of Christ. Every day, we provide safe shelter and comprehensive recovery programs for men, women, and children—serving without regard to age, gender, race, or religion. Our ministry is rooted in the belief that every person is created in the image of God and is worthy of dignity, compassion, and hope.

The **Marketing Specialist** plays an important role in advancing this mission by helping tell the stories of transformation taking place every day through the ministry of Everett Gospel Mission. As a member of the Advancement Team, this position supports donor engagement, community awareness, and organizational growth through consistent, high-quality communications that reflect the Mission's values and vision.

This is a hands-on role responsible for carrying marketing and communication projects from concept to completion. Working closely with the Director of Advancement and organizational leadership, the **Marketing Specialist** ensures that communications are timely, accurate, mission-focused, and aligned with Everett Gospel Mission's brand and voice. By faithfully managing day-to-day communications and coordinating with external partners, this position allows Advancement leadership to focus on cultivating relationships with donors, churches, volunteers, community partners, and supporters.

The ideal candidate is a servant-hearted communicator who combines creativity with strong organizational skills. They are dependable, self-motivated, and committed to excellence in both execution and stewardship. They approach their work with humility, initiative, and a desire to help others succeed, bringing solutions, thoughtful recommendations, and a collaborative spirit to the team. They are comfortable leveraging current technologies and tools, including AI-assisted resources, to increase effectiveness while maintaining authenticity and integrity in communications. This position is primarily internally focused while serving as a representative of the Mission to external audiences.

Schedule:

- 40 hours/week (shift and schedule may vary)
- Hybrid – on site a minimum of 3 days a week, Tuesday – Thursday but may be required to be present other days of the week.

ESSENTIAL FUNCTIONS

Marketing & Communications

- Execute Everett Gospel Mission's ongoing communications strategy across email, social media, website, blog, and other digital platforms.
- Develop, write, and edit (often with AI and or partner assistance), then publish compelling content that informs, inspires, and engages donors, volunteers, churches, and community supporters.
- Maintain a communications calendar that supports fundraising campaigns, ministry updates, events, and organizational priorities.

- Create (often with AI and or partner assistance) and coordinate marketing materials for both digital and print distribution.
- Ensure website content and digital channels remain current, accurate, and aligned with organizational goals.
- Capture (often with AI and or partner assistance) and share stories of hope, transformation, and impact in a manner that preserves the dignity and value of those we serve.

Partner & Vendor Coordination

- Serve as the primary day-to-day contact for marketing and production partners, ensuring projects move smoothly from planning through completion.
- Coordinate timelines, review materials, manage approvals, and communicate effectively with external vendors and contractors.
- Provide partners with accurate content, photography, ministry updates, and supporting materials needed for successful project execution.
- Coordinate occasional contract services, including design, photography, and video production, within approved budgets.

Advancement Team Support

- Translate Advancement Team strategies into clear, effective communications and marketing initiatives.
- Support fundraising, donor stewardship, volunteer engagement, and community outreach efforts through strong communication practices.
- Maintain consistency in Everett Gospel Mission's voice, visual identity, and messaging standards across all channels.
- Track and report basic communication performance metrics to support informed decision-making and continuous improvement.
- Perform other duties as assigned in support of the Mission's ministry objectives.

AREAS OF RESPONSIBILITY

Mission-Focused Communications

Develop (often with AI and or partner assistance) and distribute communications that strengthen relationships with donors, volunteers, churches, community partners, and supporters while advancing awareness of Everett Gospel Mission's work.

Project & Vendor Coordination

Provide dependable coordination of marketing projects, ensuring timelines, materials, approvals, and deliverables are managed with excellence and attention to detail.

Brand Stewardship

Protect and strengthen the Mission's reputation through consistent messaging, visual standards, and dignity-centered storytelling (often with AI and or partner assistance) that reflects the heart of the organization.

Reporting & Continuous Improvement

Monitor key communication metrics and provide practical insights that help the Advancement Team improve engagement and effectiveness.

QUALIFICATIONS

Required Qualifications

- Demonstrated learning and execution capabilities – the ability to learn, flex and implement.
- Minimum three years of marketing, communications, or related experience; nonprofit experience preferred.
- Valid Washington State Driver's License
- Experience coordinating projects with external vendors, agencies, or production partners.
- Strong technology proficiency and comfort utilizing current communication tools, including AI-assisted resources.
- Excellent written, verbal, and interpersonal communication skills.
- Strong organizational skills with exceptional attention to detail and reliable follow-through.
- Ability to work both independently and collaboratively while exercising sound judgment, discretion, and initiative.
- Commitment to the mission, values, and ministry objectives of Everett Gospel Mission.
- Understanding of and ability to edit our website using WordPress.

Preferred Qualifications

- Experience in photography, videography, and short-form content creation.
- Bachelor's degree in marketing, Communications, Business, or a related field, or equivalent professional experience.
- Demonstrated ability to successfully execute communication initiatives across email, social media, website, and content platforms.
- Graphic design and/or video production experience utilizing Adobe suite and Canva
- Familiarity with donor management and marketing platforms such as DonorPerfect, Constant Contact, or similar systems.
- Understanding of fundraising communications, donor stewardship, and nonprofit marketing best practices.

PHYSICAL REQUIREMENTS

- Ability to perform job duties safely and responsibly.
- Ability to occasionally lift up to 20 pounds.
- Ability to alternate between desk work, walking between facilities, attending events, and working outdoors as needed.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential job functions.

Employees of Everett Gospel Mission are expected to maintain a professional image and attitude consistent with Company vision, mission and objectives. Employment with Everett Gospel Mission will be in accordance with our "At-Will" policy. This means that just as you may leave your position with the Company at any time the Company may terminate your employment at any time.

This job description should not be considered all-inclusive. The employee understands that the job description is neither complete nor permanent and that it may be modified at any time. This job description does not create a contract of employment it is simply an outline of expected duties for the position.



I acknowledge receipt of this job description.

Applicant/Employee Signature

Date

Applicant/Employee Name (Printed)