



RESILIENCE
EMPOWERING
SURVIVORS
ENDING SEXUAL
VIOLENCE

180 North Michigan Ave.
Suite 600
Chicago, IL 60601

312-443-9603 tel
312-443-9602 fax
ourresilience.org

Position Title: Marketing and Communications Associate (full-time, exempt)

Reports to: Director of Development

Salary Range: \$45,000 - \$48,000, commensurate with experience

Benefits: HMO, Dental, Vision, Life Insurance fully covered by employer. Holiday, Vacation, and Sick time.

Organizational Background:

Resilience (formerly Rape Victim Advocates) is an independent, not-for-profit organization dedicated to the healing and empowerment of sexual assault survivors through non-judgmental crisis intervention counseling, individual and group trauma therapy, and medical and legal advocacy in the greater Chicago metropolitan area. Resilience provides public education and institutional advocacy in order to improve the treatment of sexual assault survivors and to effect positive change in policies and public attitudes toward sexual assault. Established in 1974, Resilience now serves over 2000 survivors of sexual violence and their loved ones annually through our main office in downtown Chicago and our community-based offices in Austin, Ravenswood, and on the Stroger Hospital campus.

General Role Description:

Resilience seeks an experienced marketing and communications professional who has created and implemented marketing and communications strategies in a nonprofit organization. The Marketing and Communications Associate will help build and expand the Resilience brand by creating compelling communications for multiple audiences and distribute them through online and offline channels in support of the organization's strategic goals. This is an exciting opportunity to join a respected, impactful, and dynamic non-profit in service of the greater good and ending sexual violence.

This is an exempt, full-time position.

Responsibilities:

- Create, execute, and evaluate Resilience's annual marketing and communications plan.
 - Support the organization's strategic goals as well as the objectives of the development and educational departments through appropriate selection of marketing and communications tactics.
 - Collect and analyze relevant data on marketing plan elements, measure impact, report results, and make actionable recommendations related to marketing and communications strategies.
 - Work with the Director of Development on communication vehicles, both online and offline, including but not limited to e-newsletters, annual reports, appeal letters, and invitations.
 - In collaboration with the Director of Development, train Resilience staff and Board about the importance of communication practices, organization style, and branding.
- Maintain and cultivate Resilience's brand through multiple channels.
 - Create a portfolio of Resilience stories, statistics, testimonials, and other tools to help the organization effectively communicate its story to multiple constituencies.
 - Create and maintain marketing materials including program brochures, media kits, talking points, fact sheets, and other collateral material as needed.
 - Monitor Resilience's brand identity to maintain consistency across programs, services, publications, and other communication channels.
 - Maintain Resilience's website, Facebook, Twitter, Instagram and LinkedIn pages with new content and posting on both a scheduled and a responsive basis, including responding to questions and comments.
 - Keep up with marketing trends and create new and innovative ways to engage our community via current and new channels and approaches.



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- Manage media outreach and establish collaborative relationships with media contacts that will lead to increased media coverage for Resilience.
- Coordinate photography for events and programs for use in publications and media; ensure appropriate releases are signed and filed; maintain graphics and photo files.

Qualifications:

- Bachelor's degree
- Minimum of two years' experience in marketing, communications, and/or public relations, preferably in a non-profit setting
- Strong oral and written communication skills
- Experience with:
 - Creating and implementing an annual marketing and communications plan for a mission-driven organization
 - Managing social media channels including but not limited to Facebook and Twitter
 - Managing websites (WordPress experience strongly preferred)
 - Email marketing programs like Constant Contact or Salsa Engage
- Established relationships within Chicago's media community are strongly preferred
- Proficiency in Adobe Creative Suite or equivalent design software
- Professionalism that traverses online and offline communication
- Pro-active problem solver who will create solutions and positive outcomes
- Flexibility to work occasional evening and weekend hours
- Other skills: Multitasking, attention to detail, time management, ability to work both independently and collaboratively
- Photography skills a plus
- Flexible collaborator with the ability to build and sustain internal and external partnerships and work with multiple constituencies
- Understanding of and/or experience working with sexual assault, women's issues and human rights issues preferred
- Written and verbal fluency in Spanish a plus
- Completion of at least 40 hours of sexual assault training is required within 90 days of hire.

Persons of color and LGBTQ persons are encouraged to apply. Resilience is an equal opportunity employer and does not discriminate on the basis of race, age, sex, gender identity, gender expression, national origin, sexual orientation, or disability in its procedures and policies.

To Apply:

Please send your cover letter and resume by e-mail to the following:

Amy O'Keeffe, Director of Development

Resilience

jobs@ourresilience.org

Include Marketing and Communications Associate and your last name in the subject line

Please note that incomplete applications will not be considered. No phone calls, please.