

TITLE:	<i>Communications Specialist</i>
CLASS:	<ul style="list-style-type: none"> • Full-time, hourly position. Reports to the AMA Foundation Director.
RESPONSIBILITY:	<ul style="list-style-type: none"> • Works directly with the Foundation Director and Deputy Director. • Maintains and creates Foundation social media content. • Creates and distributes digital media products. • Creates outreach engagement products. • Assists with Foundation grants as needed. • Maintain the Foundation website.
ESSENTIAL FUNCTIONS:	<ul style="list-style-type: none"> • Develop, implement, and manage social media and digital marketing strategy to increase online presence and improve fundraising efforts. • Manage and oversee social media content, ensuring it aligns with the organization’s branding and objectives. • Monitor the Foundation’s social media accounts and offer constructive interaction with users. • Analyze and create the long-term needs of the Foundation's social media strategy and offer quarterly reports. • Create dynamic written and graphic content that promotes donor interaction, increases donor presence on the Foundation sites, and encourages donor participation. • Propose new ideas and concepts for social media content. • Maintains and creates content, updates statistics, and overall appearance of the Foundation website.
CREDENTIALS AND EXPERIENCE:	<ul style="list-style-type: none"> • Bachelor's degree in social media, advertising, marketing, graphic design, analytics, or related field desired. • Fundraising experience preferred. • Strong written and oral communication skills required. • Strong analytical skills and ability to solve problems. • Strong interpersonal skills. • Ability to effectively prioritize multiple responsibilities. • Experience with website content management required. • Ability to manage projects independently. • Creative thinker. • Readiness to work on team projects. • Proficient in use of computer technology primarily Microsoft Excel, Adobe, Office Suite, and Backdrop.