



Job Description

Job Title: Marketing & Communications Specialist

Reports to: Director of Donor Development

FLSA Status: Non-Exempt

Date Last Revised: June 2026

Job Summary

The Marketing & Communications Specialist is responsible for developing and executing all external communications that support donor engagement, fundraising efforts, and organizational visibility.

Duties and Responsibilities

- Develops and executes communication strategies that support fundraising campaigns.
- Writes donor communications including emails, newsletters, and appeals.
- Captures and communicates impact stories.
- Ensures Christ-centered messaging across all channels.
- Manages website and social media.
- Collaborates with Director to align messaging with fundraising.
- Maintains brand consistency.
- Tracks communication performance.

Minimum Qualifications

- Bachelor's degree in marketing, communications, or related field preferred.
- Two to five years of experience in marketing or communications.
- Active Christian faith with a commitment to supporting the Christ-centered mission, values, and culture of Genesis Community Health.
- Strong writing and storytelling ability.
- Experience with digital communication tools.
- Strong organizational skills.

Working Conditions and Physical Demands

- Ability to work on a computer for extended periods.
- Ability to meet deadlines.
- Ability to work in a dynamic environment.