



Girls Inc. of Orange County

Mission: Inspiring all girls to be Strong, Smart and Bold

Vision: Empowered Girls and an Equitable Society

Girls Inc. of Orange County is a private, non-profit agency serving girls kindergarten through college and career. We are an affiliate of the Girls Inc. national organization, the nation's leading voice for girls. Our programs for girls give equal concern for careers and life planning, health education, leadership and community action, self-reliance and life skills, culture and heritage, academic achievement, participation in sports, and excellence in math, science, and technology. Our programs have proven to be effective in inspiring girls to become Strong, Smart, and Bold.

POSITION INFORMATION

Position Title: Communications and Marketing Specialist

Supervisor:

Chief Development Officer (CDO)

Full or Part-time:

Full-Time (Non-Exempt)

Positions Available:

One

Purpose of Position:

Reporting to the Senior Manager of Development, the Communications and Marketing Specialist leads the development and execution of strategic data-informed marketing and communications efforts that support Girls Inc. of Orange County's mission, programs, and organizational goals. The specialist should be a strong storyteller who is passionate about elevating the voices of girls, families, and supporters through emotionally resonant and mission-aligned content. The specialist oversees content creation across digital, print, and video platforms; manages the organization's website and social media presence; and develops and executes the annual editorial calendar. They support fundraising and donor engagement through compelling storytelling, campaign messaging, and donor stewardship materials.

The Communications and Marketing Specialist must be organized, efficient, have strong communication skills, and be able to prioritize work responsibilities, meeting all deadlines. In addition, they must have the ability to interact with diverse groups of professionals, thrive in an environment that requires significant self-initiative, adapt to change, manage multiple projects at once, and collaborate among many team members both internal and external to Girls Inc. of Orange County.

Regular or Temporary:

Regular

PRIMARY RESPONSIBILITIES

Essential Responsibilities/Activities:

- **Content Creation, Strategy and Planning**
 - Develop and manage a content calendar aligned with organizational priorities, campaigns, and events.
 - Write, edit, and produce engaging content for print, video, and digital platforms including social media, newsletters, email campaigns, and donor communications.
 - Oversees the content, design, and production of marketing assets, such as direct mail, brochures, and



advertisements by applying knowledge of marketing principles.

- Ensure consistent brand voice and messaging across all channels utilizing organizational brand guidelines.
- Manage website and ensure timely content updates; partner with web developer as needed.
- Cultivates and manages relationships with PR and media partners to secure press coverage, amplify organizational visibility, and share mission-aligned stories with broader audiences.
- **Fundraising and Program Events**
 - Provide general event support for in-person or virtual events, including creation of digital and print materials.
 - Capture events moments through photography and/or video as needed, ensuring high-quality images for use in promotional materials, reports, and social media.
 - Support with event script writing and presentations.
 - Manage event communications and marketing calendars.
- **Technology and Workflow Optimization**
 - Leverage digital tools (AI, Bloomerang, etc.) to streamline content creation and communication processes.
 - Maintain an editorial calendar to ensure the timely delivery of content across all platforms.
 - Support reporting on communication outcomes through digital platforms and content management systems.
 - Oversee internal communications and implement best practices for content sharing and program updates.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, or related field, or equivalent work experience required.
- 3-5 years of professional writing experience, including digital and print content creation.
- Strong understanding of donor communications and experience in crafting messaging that resonates with donors.
- Excellent copy-editing skills with attention to detail, ensuring accuracy and consistency across all content.
- Experience creating and managing an editorial or marketing calendar, with strong attention to timing, deadlines, and cross-functional collaboration.
- Proficiency in graphic design tools such as **Canva, Adobe Creative Suite** (InDesign, Photoshop, Illustrator), or similar platforms
- Experience with video editing or production.
- Strong writing and interpersonal skills.
- Proficiency with Microsoft Office Suite.
- Licensed and insured California driver; must pass background screening including driving.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to stand, walk, reach with hands and arms, stoop, talk and hear
- Must be able to lift 25 lbs.
- Must be able to sit for long periods of time
- Must be able to work occasional evenings and/or weekends

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Compensation and Benefits

- Salary range \$29.00-\$32.00 per hour. Competitive salary commensurate with qualifications and experience
- Medical Insurance and pension provided (after 60 days)
- 11 Paid holidays, paid vacation, paid sick time and a birthday holiday

Please send cover letter and resume to Human Resources: humanresources@girlsinc-oc.org

For more information on Girls Inc. of Orange County, please visit our website at: www.girlsinc-oc.org.

Girls Inc. of Orange County is an equal opportunity employer.