



Job Posting

The Marketing Communications Department at Lyngblomsten is hiring for the position listed below.

Apply: Send cover letter, resume, and at least three work samples (at least two of which demonstrate your graphic design abilities) to Sam Patet at spatet@lyngblomsten.org (may email work samples or provide link to online portfolio).

Note: No phone calls or drop-ins, please. Position is open until filled.

About: Lyngblomsten is an award-winning Christian nonprofit organization serving older adults through healthcare, housing, and community-based services since 1906. Join our compassionate team, touch lives, and make a difference! Learn more at www.lyngblomsten.org.

Marketing Communications Specialist

40 hours/week – Exempt

Lyngblomsten is hiring a Marketing Communications Specialist to join its Marketing Communications Department. The specialist is responsible for designing, producing, and distributing a variety of materials through traditional and digital communication channels, with the goal of advancing Lyngblomsten's communication and marketing objectives. This position is a blend of graphic design, digital marketing, and writing.

Key Responsibilities:

- Design and produce print and publicity materials (e.g., magazine, brochures, invitations, programs, annual reports, signage) from start to finish, which includes copywriting, graphic design and desktop publishing, choosing correct file formats and sizes, placing text and photos, and proofreading
- Create components (e.g., text, graphics, online forms) for electronic distribution, including on websites, social media channels, email campaigns, and slideshows
- Develop ideas and write content (e.g., feature stories, web copy, fundraising verbiage, news releases, social media posts) for Lyngblomsten's communication channels, which may include interviewing subjects and conducting research
- Help maintain and optimize Lyngblomsten's websites using content management systems
- Help develop, execute, and manage digital marketing initiatives, specifically, social media and email campaigns (includes helping manage email lists)
- Prepare project files for turnover to printer and other vendors; interface with vendors, especially printing, signage, and mailhouse services
- Take photos and prepare them for print and digital use
- Advise clients (i.e., internal departments) on options, pricing, and pros-cons of strategies and tactics
- Communicate regularly with project stakeholders, helping to ensure deliverables meet the project vision, specifications, and timeline

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Desired Skills & Experience:

- Bachelor's degree in communications, marketing, graphic design, journalism, visual communications, or related field
- 3 or more years of successful, related professional experience
- Excellent writing, spelling, proofreading, and editing skills
- Strong skills with Adobe Creative Suite programs (InDesign, Photoshop, Illustrator, and Acrobat Pro) and with Windows Suite (Microsoft Word, Excel, and PowerPoint)
- Comfortable doing design on a PC platform
- Knowledge of traditional and new media channels and best practices
- Experience with tools used for website maintenance, email marketing, and social media management
- Pre-press experience preferred
- Experience with digital analytics and online advertising a plus
- Experience taking photos for publications using a DSLR camera a plus
- High degree of accuracy and attention to details
- Ability to organize and prioritize tasks, coordinating multiple projects and overlapping deadlines
- Ability to work independently and as part of a cross-functional team—interacting professionally with coworkers, communicating project status, accepting direction on project strategy, and implementing feedback
- Ability to communicate effectively and sensitively with older adults, their families, volunteers, supporters, and co-workers

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