

Catholic Social Services of the Upper Peninsula Communications and Marketing Contract Position

Overall Purpose of Position:

- Increase the number of independent donors and the amount of donations to Catholic Social Services of the UP.
- Increase awareness of the services provided by CSSUP resulting in an increase in public support for CSSUP.

Position experience:

Applicants should have experience with the following:

- Graphic design software; adobe indesign, photoshop and creative cloud products, canva
- Social Media Management and engagement
- Writing/journalism experience
- wordpress, website editing and updating

Role Responsibilities:

- Create annual report (electronic and direct mail with a return envelope)
- Create an education initiative to better inform our stakeholders and ensure donors remain engaged and informed throughout the year.
 - Provide 1-2 Social Media posts per week in addition to what CSSUP is already posting. Posts should emphasize CSSUP successes, client stories when possible, how to donate/become involved and inspirational messaging.
 - Position will work with the Diocesan Communications Office for additional news stories, articles and additional exposure on larger social media platforms.
 - Make updates to CSSUP website as needed.
 - Begin and execute two blog posts per month telling CSSUP stories, both donor and client.
- Create quarterly email outreach content to donors and stakeholders.

Position reports to the Director of CSSUP the status of projects. Minimum reporting is monthly or as needed based on the situation.

- A quarterly evaluation of results for the project will be conducted.

Interested candidates should submit a resume and cover letter to
CSSUP Executive Director, Kyle Rambo

347 Rock Street

Marquette, MI 49855

krambo@cssup.org