



<b>Position:</b>	Marketing & Communications Specialist
<b>Reports to:</b>	Director of Philanthropy & Communications
<b>Hours:</b>	Full-Time, 40 hours a week
<b>Classification:</b>	Hourly, Full-Time, Non-Exempt
<b>Salary Range:</b>	\$62,500 - \$75,000
<b>Role:</b>	Primarily on-site

**COVID-19:** PorchLight (formerly CFH) follows the most current health and safety guidelines provided by King County Public Health and the CDC.

### ABOUT PORCHLIGHT (FORMERLY CFH)

PorchLight (formerly CFH) is a 501(c)3 nonprofit organization founded in 1993 to provide a warm, safe, and hospitable place for single men to sleep and be nourished with three healthy meals each day. Today, with partnerships and support from King County's Eastside community, PorchLight (formerly CFH) serves more than 1,700 people each year with street outreach, day center services, shelters, permanent subsidized housing, case management, and other life-saving supportive services—including three meals a day, 365 days a year. PorchLight (formerly CFH) is a healthy, fiscally stable organization with a dedicated Board and staff poised to advance its mission.

This is a very exciting time for PORCHLIGHT as the organization engages the wider community in new and impactful ways to foster hope, dignity and the building blocks that provide stability to people in need on our streets. For decades, we have quietly worked in our community, providing outreach, shelter, permanent housing, services & community.

### OVERVIEW OF POSITION

PorchLight is seeking a passionate and skilled Marketing and Communications Specialist with a strong background in visual design to join our Philanthropy and Communications team. This role is instrumental in shaping and maintaining PorchLight's mission-focused digital presence, expanding our brand recognition, and supporting community outreach and engagement efforts. The ideal candidate will work closely with the Director of Philanthropy and Communications to implement various strategies and campaigns aimed to raising awareness, engaging supporters, and promoting the organization's mission. The ideal candidate will possess a unique blend of creative flair, technical proficiency, and a deep commitment to our nonprofit's mission.



## KEY RESPONSIBILITIES

### Content & Graphic Design

- Create brand-aligned, visually appealing graphics and visuals for all marketing materials, both print and digital, ensuring brand consistency.
- Conceptualize, design, and produce engaging visual content for various platforms, including social media, newsletters, website, and other communication channels.
- Collaborate with internal teams to create multimedia content that effectively communicates PorchLight's goals and impact.

### Digital Marketing

- Manage and update social media accounts to enhance PorchLight's online presence, ensuring that all posts are mission-centered and align with the brand guidelines.
- Monitor social media trends and engage with stakeholders to foster positive relationships.
- Support development and execution of email campaigns.
- Collaborate with Director to implement digital strategies including online advertising and SEO.

### Event Marketing & Support

- Design and create all support materials for events, including but not limited to promotional pieces – print and online – slide decks, signage, etc.
- Create installations that enhance understanding of mission and engage attendees.
- Oversee the visual impact of event space.

### Website Oversight

- Work closely with the Director to implement enhancements to optimize user experience.
- Manage and create fresh, visually appealing content.

## QUALIFICATIONSS and EXPERIENCE

- Bachelor's degree in graphic design, marketing, communications, or related field.
- 3-5 years of experience with graphic design, digital content creation, and brand management.
- Advanced knowledge of design software (Adobe Creative Suite, Canva, etc.)



- Extensive knowledge of the social media platforms & channels, including but not limited to Instagram, Twitter, Facebook, and LinkedIn
- Knowledge of Social Media Management tools such as Hootsuite, Sprout Social, etc
- Intermediate proficiency with Microsoft Office - Word, Excel, and Outlook – and Teams
- Familiarity with SEO principles and digital marketing strategies
- Highly organized with the ability to manage multiple tasks and deadlines.
- Strong written and verbal communications skills.
- Ability to work independently, multi-task, and set priorities.
- Ability to work well under pressure.
- Ability to maintain privacy and confidentiality.
- Previous experience in the non-profit sector desired.

## PHYSICAL REQUIREMENTS

- Physical ability to sit, walk, and/or stand for prolonged periods of time.
- Ability to stand, stoop, bend, grasp, and/or hold work located at the office or other locations as needed.
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to access and navigate each department at the agency's facilities.

## SUBMISSION

To apply, please submit resume to  
[careers@porchlightcares.org](mailto:careers@porchlightcares.org)

*PORCHLIGHT does not discriminate on the basis of race, religion, color, age, genetic information, sensory, mental or physical handicap, national origin, gender, sexual orientation, gender identity, gender expression, marital status, familial status, parental status, citizenship status, pregnancy, veteran status, political ideology or any other basis protected by applicable law.*

PORCHLIGHT serves people from diverse cultures, races, gender identity, sexual orientation, and ages. We value diversity and intentionally work to recruit, hire and retain staff who reflect the diverse client population we are serving. PORCHLIGHT is an equal opportunity / affirmative action employer.

## TIMELINE

Applications will be considered on an ongoing basis; position open until filled.