



Position: Communications and Marketing Associate
Location: Remote
Reports to: Director of Marketing

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About SBP

SBP, a leading social impact organization focused on disaster resilience and recovery, **solves the challenges facing at-risk communities** and scales impact with a proven model that brings the rigor of business and innovation to reduce risk, create resilient communities, and streamline recovery. By taking this holistic approach, SBP shrinks the time between disaster and recovery in three connected ways—prepare, shape, and build:

1. SBP **prepares** individuals, communities, and organizations to mitigate risk and speed recovery.
2. SBP **shapes** federal policy and system change and state and local disaster recovery programs to be more efficient and effective.
3. SBP **builds** resilient communities efficiently and effectively and shares our proven model and approach with others.

Position Summary

The Communications and Marketing Associate will leverage SBP's theory of change to create meaningful, relevant conversations across all platforms and build content to help drive forward the organization's goals. The Communications and Marketing Associate understands the unique nature and potential of the major platforms and has a successful track record of planning and executing across them. The Communications and Marketing Associate is curious and is compelled to find the right story to create the right content on the right channel at the right time. The Communications and Marketing Associate is an advocate for the brand and can engage SBP's varied audiences as a means to create brand ambassadors. This position requires extensive interaction with all levels of SBP staff and constituents.

Responsibilities

- Procure content from SBP operations, organize, plan and post on all SBP social media channels consistently
- Assist with building email campaigns
- Assist with Search Engine Optimization (SEO)
- Assist with audit and cleanup of backlinks for the SBP website
- Assist the team to achieve organic followership and engagement in accordance with goals
- Build a network of influential followers on LinkedIn and Twitter in order to establish SBP and its executive team as thought leaders in the disaster recovery industry
- Create engaging, aspirational, and actionable content to build SBP's brand and awareness of impact
- Assist with social media account and community management and assist with building social media content calendar monthly
- Write copy and edit photos for social media and emails
- Support graphic design requests for digital and print projects as needed
- Provide monthly website reviews to ensure the site is always up-to-date and accurately reflects current messages; make suggestions for additional content, organization, and layout as opportunities are identified by user flow.

- Monitor and respond to inquiries received from digital platforms providing excellent customer service
- Build fundraising campaigns to engage social media and newsletter audiences

Qualifications

- Bachelor's degree in advertising, communications, marketing, public relations or related field
- 3 years of social media marketing experience, with proven successes in social media campaigns and paid social
- Experienced in digital advertising platforms (i.e., Facebook, Twitter, AdWords, etc.)
- Experienced in graphic design (i.e., Lightroom, Photoshop, InDesign, Illustrator,)
- Knowledge of SEO and email marketing helpful
- Able to satisfactorily pass a Criminal History Check to include sex offender registry, State Police, and FBI
- Must be fully vaccinated against COVID-19 to CDC guidelines and able to provide vaccination documentation

Performance Expectations

- Able to juggle multiple, competing priorities in a fast-paced environment
- Exceptionally self-motivated and curious
- High level of personal accountability
- Align work performance with SBP's core values
- Detail-oriented with strong troubleshooting, analytical and problem-solving abilities
- Superior work ethic and high energy level
- Desire and ability to work, grow and learn in a startup environment
- Plan and meet deadlines
- Maintain a flexible work schedule to meet the demands of executive management
- Demonstrate initiative and work as a team player
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector
- Demonstrate commitment to continued professional growth and development
- Ability to understand and engage diverse audiences and new target markets

SBP is building a diverse and experienced staff. The organization encourages multiple perspectives and experiences, supports a multicultural environment, and strives to hire and retain a diverse workforce that reflects the populations we work with and the communities where we work. Our hiring and business practices appreciate the strengths offered through different backgrounds.

SBP is an equal opportunity, affirmative action employer and is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.

It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.