

JD Content & Campaign Specialist

Reports to: Chief Advancement Officer

FLSA Status: Non-Exempt

Salary Range: \$50,000–\$54,000

Date: February 2026

Mission: To create and support one-to-one mentoring relationships that ignite the power and promise of youth.

Position Summary

Reporting to the Chief Advancement Officer, the Content & Campaigns Specialist is a member of the Advancement department (fund development and marketing) and is responsible for executing fundraising and organizational communications across email, social media, website, and digital campaigns.

This role ensures that fundraising initiatives, donor stewardship efforts, and organizational updates are communicated clearly, consistently, and on schedule. It is a hands-on role for someone who likes turning plans into action and seeing their work live in the world.

Behind every mentoring match is a strong fundraising and communications infrastructure. This role helps make sure that infrastructure runs smoothly.

Duties and Responsibilities

Email Marketing and Digital Campaigns

- Build, schedule, and deploy email campaigns for annual appeals, 401Gives, Bowl for Kids' Sake, stewardship communications, and general updates.
- Maintain campaign calendars to ensure communications are timely and coordinated.
- Monitor campaign performance metrics and provide clear summaries to the Advancement team.
- Conduct basic testing and suggest small improvements over time.
- Ensure alignment of messaging across email, website, and social platforms.

Social Media Management

- Plan, draft, and schedule organic social media content aligned with fundraising and program priorities.
- Monitor engagement and respond or escalate as appropriate.
- Maintain consistency in tone, voice, and brand standards.
- Support light paid media campaigns and track performance.

Website and Digital Content

- Update fundraising pages and campaign landing pages.
- Ensure messaging remains consistent across platforms.

- Coordinate with external designers and marketing partners to implement creative assets.

Campaign Coordination

- Maintain campaign content calendars for 401Gives, Bowl for Kids' Sake, annual appeals, and other special initiatives.
- Collaborate with the Advancement Specialist to align communications with event and stewardship timelines.
- Support sponsor recognition and visibility efforts through coordinated messaging.
- Assist in drafting communications for the Chief Executive Officer and Chief Advancement Officer as needed.

Donation Center Marketing Support

- Develop and execute marketing content to support the Donation Center's annual clothing donation goals, including email campaigns, seasonal pushes, and digital promotion.
- Coordinate messaging that clearly connects clothing donations to youth mentorship impact.
- Maintain consistent brand voice and visibility for Donation Center initiatives across email, social media, and website platforms.
- Support paid media or seasonal marketing campaigns designed to increase clothing donation volume.
- Collaborate with Donation Center leadership to align promotional efforts with operational capacity and priorities.

Cross-Functional Collaboration

- Partner with Advancement team members to ensure communications support fundraising goals.
- Support volunteer recruitment communications in coordination with program staff as capacity allows, maintaining clear boundaries between advancement-focused messaging and mentor recruitment campaigns.
- Work with program staff to gather impact stories and updates for donor communications.
- Coordinate with external consultants or designers to ensure timely delivery of creative assets.
- Support Board communications and campaign updates as requested.

Experience and Background

We do not require a specific degree for this role. We are more interested in your skills, strengths, curiosity, and potential.

The ideal candidate will have:

- Two to four years of experience in communications, marketing, nonprofit advancement, or related work.
- Strong writing and editing skills.
- Experience with email marketing platforms and social media tools.
- Comfort managing multiple deadlines without constant oversight.

Experience with donor management systems such as DonorPerfect or fundraising platforms such as Qgiv is helpful, but not required. We are willing to train the right person.

Knowledge, Skills, and Competencies

Communication Skills

- Clear, organized, and compelling writing.
- Attention to detail and commitment to accuracy.
- Ability to adapt tone depending on audience.

Organization and Follow-Through

- Ability to manage multiple projects at once.
- Comfort working from campaign calendars and timelines.
- Strong time management skills.

Digital Proficiency

- Experience using email marketing platforms and reviewing performance data.
- Familiarity with social media scheduling and basic analytics.
- Willingness to learn new systems and tools.

Collaboration and Teamwork

- Ability to work collaboratively across departments.
- Strong interpersonal skills and professional communication style.

Ethics and Integrity

- Commitment to maintaining donor confidentiality.
- Alignment with BBBSRI's core values: Respect, Accountability, Integrity, Safety, Empowerment, and Partnership.