



Strengthening Community Through Second Chances

**Marketing and Communications Assistant
Position Description**

Background: Offender Aid and Restoration of Arlington County Inc (OAR), a community based nonprofit organization, believes in Second Chances. OAR has been serving Arlington County and the Cities of Alexandria and Falls Church since 1974. OAR works with those affected by the criminal justice system, including individuals who are currently incarcerated, were recently released from incarceration, or/and are completing court-mandated community service, as well as their families. OAR is also part of the public safety family and partners with the Arlington County and City of Alexandria Government, Arlington and Alexandria Sheriff's Office, Arlington and Alexandria Probation and Parole Officers, Virginia Department of Corrections, Virginia Criminal Justice Services, and Safety-net nonprofits, among other stakeholders, to ensure a thriving community.

Vision: OAR envisions a safe and thriving community where those impacted by the criminal justice system enjoy equal civil and human rights.

More information may be found at www.OARonline.org

Values: Respect, Community, Justice, Compassion, Commitment, Integrity.

Fair Chance Business: We have joined other businesses across the country by taking the Fair Chance Business Pledge, which provides: "We are committed to providing individuals with criminal records, including formerly incarcerated individuals, a fair chance to participate in the American economy."

Job Summary: This is a professional full-time position that requires organizational skills, attention to detail, ability to take initiative, meet deadlines, and maintain strong professional relationships. The position is responsible for the organization's marketing and outreach, including printed materials, online presence (website and social media), press releases, photography of people and events, and representing OAR at community events. The Marketing and Communications Assistant reports directly to the Director of Development and Outreach. The start date for this position is scheduled for October 1, 2017.

Essential Functions:

- Create, implement and measure the success of a comprehensive marketing, communications and public relations program that will enhance OAR's image and position within the community and facilitate internal and external communications
- Ensure all branding is consistent and appropriate.
- Promote OAR's free one-hour tours to bring in new audiences and introduce them to OAR's mission.
- Coordinate the scheduling of OAR tours, including selecting the dates based on staff schedules, confirming which staff will speak at the tours, and signing people up to attend the tours.
- Update and manage all of OAR's printed materials, including but not limited to brochures, Annual Report, newsletters, flyers, etc. This includes ensuring that the team has enough copies at all times, coordinating the printing of these items with an organization-approved printer or printing in-house, and ensuring the content and quality of the materials is updated and maintained.



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- Review, monitor and update OAR’s website, including updating the content and helping to facilitate any design updates on a consistent and regular basis.
- Manage OAR’s social media presence, to include Facebook, Twitter, LinkedIn, YouTube, Vimeo, Instagram and Snapchat. Create content for social media posts, schedule posts on a regular basis, monitor the analytics of our social media usage, and bring in new followers to our social media base.
- Create a monthly e-newsletter, including the content and design, as well as any other email campaigns on behalf of the organization.
- Write press releases at least quarterly and as needed and submit to press contacts.
- Photograph OAR’s people and events so the organization has quality photos to be used in all of OAR’s materials and online.
- Represent OAR at community events, including setting up materials to share with community members about the organization, talking about OAR’s mission and needs, and advertising OAR’s free one-hour tours.
- Coordinate mass mailings to OAR’s support base, including compiling the content to be mailed, pulling the mailing list, and supervising volunteers who can assemble the mailings, if needed.
- Participate in the Marketing and Outreach Taskforce, which is comprised of OAR staff, Board members and volunteers tasked with ensuring the organization meets its marketing-related Strategic Plan goals.
- Ensure that OAR regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
- Enter data and update contacts in OAR’s contact management system.
- Participate in staff meetings.
- Participate in organization events, as needed, such as Project Christmas Angel, Second Chance Fundraising Breakfast, and others.
- Assist with fundraising efforts utilizing the Benevon sustainable fundraising model.
- Other duties as assigned.

Qualifications:

Required: Proficiency in MS Word, Excel, and Outlook; strong writing and editing skills; Associate’s degree; comfort and ability to engage in public speaking engagements; engaging and friendly personality to connect with community members while representing OAR.

Desirable: At least one year experience in marketing and graphic design; professional photography experience; Bachelor’s degree.

Pay and Benefits:

- Annual salary: \$30,000
- OAR offers a competitive benefits package including 100% employer-paid individual health insurance, disability, life insurance, and retirement benefits.

How to Apply:



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All qualified individuals are encouraged to apply for consideration. The position will remain open until filled. Please send resume and cover letter explaining why you are qualified for this position to: info@oaronline.org

Offender Aid Restoration (OAR) is an equal opportunity employer and considers all applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, gender identity and expression, marital or military status, or based on any individual's status in any group or class protected by applicable federal, state, or local law.

This job posting does not constitute an agreement or contract for any specified or guaranteed length of employment. Accordingly, OAR may terminate the at-will employment relationship, with or without cause, at any time, unless otherwise prohibited by law. Any misrepresentation or material omission made on this application will be sufficient cause for cancellation of this application or immediate termination of employment if the applicant is employed, whenever such misrepresentations or material omissions may be discovered.