



JOB DESCRIPTION

Job Title: Marketing & Communications Specialist

Department: Fund Development & Marketing

Reports To: Executive Director

Status: Part-time

Job Summary

Reporting to the Executive Director, the Marketing and Communications Specialist leads the organization's marketing and communications efforts. This role is well suited for a creative individual who enjoys storytelling, visual content creation, and community engagement, and is highly organized, proactive, and able to manage day-to-day priorities effectively.

The Specialist plays a key role in promoting programs, events, and services across digital and print platforms, while highlighting the impact of Palama Settlement and strengthening connections with the community.

Essential Duties

- Design and create flyers, graphics, and promotional materials for programs, and events
- Capture high-quality photos at events and activities for use in marketing and storytelling
- Manage and update the organization's website to ensure content is current and accurate
- Plan, create, and schedule content across social media platforms (e.g., Instagram, Facebook)
- Write clear, engaging captions, announcements, and basic marketing copy
- Maintain a consistent brand voice and visual identity across all platforms
- Organize and maintain a library of photos and marketing assets
- Track basic engagement metrics (e.g., social media performance) and suggest improvements
- Collaborate with staff to gather content and highlight programs and impact
- Assist the Executive Director and Fund Development team in preparing donor and corporate materials, grant reports, and presentations.
- Perform other duties as assigned. This could include but is not limited to assisting other senior staff and other departments with activities, projects, and/or special events.

Working Conditions

- Environment: Office-based; primarily sedentary with regular computer use
- Schedule: Part-time, up to 19 hours per week. Occasional evening or weekend hours for events may be required
- Location: Based at Palama Settlement. Some off-site duties may occur. The Administration Office is located on the second floor and is only accessible via stairs.
- Travel: Occasional travel for meetings and events.

Qualifications

- Interest or experience in marketing, communications, or a related field
- Strong written and verbal communication skills
- Experience with design tools (e.g., Canva, Adobe Creative Suite, or similar)
- Familiarity with social media platforms and best practices
- Basic photography skills and ability to edit photos using simple tools
- Content Management System Experience (e.g., WordPress, Wix, Squarespace, or similar)
- Highly organized, detail-oriented, and able to manage multiple tasks
- Ability to self-manage, prioritize tasks, and work independently

Desirable Qualifications

- Experience working or volunteering in a nonprofit or community-based organization
 - Basic knowledge of branding, marketing strategy, or content planning
-

Physical Demands

- Regular: Sitting, talking, hearing, using hands, walking up and down stairs, and reaching with arms.
 - Frequent: Standing, walking, lifting up to 10 pounds.
 - Occasional: Climbing, balancing, lifting up to 25–50 pounds.
-

Additional Requirements

- Background checks: (Hawai'i Criminal Justice Data Center, National Sex Offender Registry, National Criminal History Database)
-