



About NAMI Seattle | National Alliance on Mental Illness

We're a small yet impactful organization with a big mission: to address the unmet mental health needs within our community through support, referral, education, and outreach.

We are part of a national advocacy and support organization: The National Alliance on Mental Illness, or NAMI. Today, NAMI is the largest grassroots mental health organization in the nation.

Our peer-led presentations, classes and support groups bridge the gap when medical models fail to meet our needs. We have over 40 years of experience elevating stories of lived experience and shining a spotlight on the unique needs of people and families navigating their own mental health journey.

The Opportunity – Communications Specialist

We're looking for a skilled professional to be our Communications Specialist and tell the story of NAMI Seattle to supporters, prospects, board, staff and volunteers. Reporting to the Executive Director, the ideal candidate will be an excellent communicator with brilliant presentation and organizational skills who is squarely on the path to being an anti-racist individual and is willing to work with the team, board and stakeholders in an equitable anti-racist manner.

Essential Functions

Communications, Outreach and Events

- Represent NAMI Seattle at professional conferences and events.
- Develop and strengthen relationships with local and regional press contacts.
- Plan and manage the design, content, and production of all marketing materials.
- With Executive Director, develop targeted communications and messaging for underserved communities
- Promoting special campaigns and ongoing fundraising efforts
- Produce the agency newsletter and Annual Report with contributions from the Executive Director, Development Manager and Program Manager. Communications Specialist is the lead on this initiative.
- Continuously improve the communications infrastructure, including technology, staff training and organizational coordination.
- Create engaging content.
- Write and collect information to be disseminated on social media platforms.

- Digital strategy: update NAMI Seattle Website, Instagram, Facebook, Twitter and blog.
- Publish a variety of digital content with a focus on producing engaging webpages that are visually appealing and provide an overall rich experience for donors and visitors. Manage all posting to ensure content is on-brand and search- and social-optimized.
- Produce all email campaigns, soliciting content from internal sources, and manage review, testing, and sending.
- Lead digital execution—across email, website, and social media—of fundraising and engagement campaigns throughout the year.
- Own and execute social media strategy across channels as the primary drivers of NAMI Seattle’s messages, appeals, and website traffic—and critical platforms for building brand and issue awareness.
- Develop and execute social media campaigns for key days, themes, and priority upcoming content.
- Create content for social media accounts and post regularly on each account.
- Manage social ad campaigns and other promotions; track and share results for continuous improvement to targeting and segments.
- Promote new content, key pages, and calls-to-action across channels. Position content to target different segments and to fit the format and publishing requirements of each platform
- Seek regular opportunities for Board and Executive Director to engage with major foundations, corporate donors, and other organizations on social media and curate up-to-date lists of key accounts.
- Assist the Executive Director with Internal Communications, as necessary.

Knowledge, Skills and Abilities Required

- Knowledge of and skills in using technology such as email service provider, web design and management software such as WordPress, general computer competence and Microsoft Suite savvy.
- Proficiency in design software such as Adobe Creative Cloud, including Photoshop and InDesign
- Excellent track record of influencing organizations through communications.
- Event promotion
- Strong writing, editing, proofreading, layout and design & social media skills are essential
- Solid knowledge & understanding of current trends in digital media/marketing. Proven experience creating targeted content is advantageous. Familiarity with analytics

Competencies

- Energetic, enthusiastic, with demonstrated ability to inspire, engage, and motivate others.
- Comfort with public speaking and representing NAMI Seattle in the media
- Ability to convey appropriate messages in a meaningful and compelling way and represent NAMI Seattle through various forms of public engagement.

- A sense of humor!
- Initiative: self-directed and goal-oriented
- Highly organized with a flair for improving systems and processes.
- Flexible, adaptable, positive, and willing to step outside the job description and pitch in when necessary for the fulfillment of NAMI Seattle's mission and strategic priorities.
- Ability to work collaboratively with diverse groups within and outside of the organization.
- Ability to travel in-state and occasional out-of-state as necessary with some evening and weekend commitments.
- Commitment to NAMI Seattle's mission and vision and familiarity with mental health and anti-stigma language.

Education and Experience

- Bachelor's Degree in communications, journalism, public relations or relevant field (combined work experience will be considered)
- 2 to 3 years of previous paid or volunteer nonprofit communications experience which includes at least two of the following: fundraising strategy, major gifts, donor cultivation/stewardship, marketing or event coordination.

NAMI Seattle is an Equal Opportunity Employer. We are committed to building a team that represents at all levels the community we serve. Black, Indigenous and other people of color, LGBTQ+ & gender nonconforming people, veterans, and people living with disabilities are strongly encouraged to apply. To request assistance or reasonable accommodations during the application process, contact info@namiseattle.org

Position type and expected hours of work

This is a full-time position. The Communications Specialist is expected to work an average of 32 hours per week, most of them during office hours (Monday-Friday between 8:00am and 5:00pm) with some occasional evening and weekend commitments.

******Due to Covid-19 and while Washington State is in Phase 3 of the pandemic, we are alternating working in the office and working from home. The Communications Specialist must come to the office at least 2 full days per week and may work from home the rest of the time for the foreseeable future.***

Salary & Benefits

Paid holidays, sick and vacation
 Medical, dental and vision benefits, 70% paid by the organization
 Annual stipend for professional development opportunities
 Monthly stipend to help cover the cost of personal phone usage for work

Compensation: \$52,000/year

To Apply:

Please email a cover letter and resume to Jobs@namiseattle.org with “Communications Specialist application” included in the subject line.

Priority consideration will be given to applications received by December 15. However, we will continue to consider applications received after that until the position is filled.

What to expect: Applicants will receive an email confirming receipt of their materials. Candidates moving forward in the interview process will be contacted by email to schedule a virtual interview (via Zoom) during the months of December or January. The final candidates will be asked to attend a final virtual interview to meet our full staff. We expect these final interviews to take place in mid-January. This position will remain open until filled.
