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## **Job Posting**

### **Digital Media & Marketing Specialist**

IRIS is a non-profit organization whose mission is to help refugees and other displaced people establish new lives, strengthen hope, dare to dream, and contribute to the vitality of communities in Connecticut and across the country. We also provide support to Americans who are sponsoring refugees for resettlement.

In welcoming peoples fleeing persecution and conflict, we are honoring our national heritage as a country of immigrants as well as our commitments under U.S. and international law. IRIS helps newcomers with services and support critical to their transition to self-sufficiency and to making local communities across the U.S. their home.

#### **Job Summary & General Responsibilities:**

- Develops and promotes the narrative across all platforms around key tentpole moments and throughout the year.
- Develops strategic digital communication campaigns that align with IRIS' mission and editorial calendar and objectives.
- Coordinate digital ad placements across various platforms.
- Researches and writes briefing materials, press releases, key messages, and talking points in consultation with the Community Engagement team and Senior Management.
- Synthesizes complex information to pitch to local and national media, targeting relevant audiences and advancing advocacy campaigns for Foundation priorities.
- Organizes press conferences and roundtables in support of key media moments; pitches and manages a range of internal and external engagements in coordination with the Senior Communications Manager.
- Manages an effective project management system to ensure that key media relations activities, milestones, and deliverables for priority media moments are being proactively tracked and managed, ensuring the team delivers timely and effective results.

- Attends conferences and media events in coordination with Community Engagement colleagues.
- Collaborates with team members to produce daily media clips emails; tracks engagement; contributes to internal reports.

This position is grant-funded. Grants typically fund for a period of one year. Extension grant-funded employment is subject to the availability of funds.

*In submitting an application for employment, the applicant grants IRIS permission to check references as well as question anyone who might be familiar with the candidate's job performance.*

### **Requirements | Candidates must have:**

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- Bachelor's degree preferred.
- Minimum of 3+ years of experience in public affairs or nonprofit communications.
- Expertise in both traditional and digital media platforms.
- Exceptional written, verbal, and presentation skills.
- Strong problem-solving and strategic thinking skills.
- Team-oriented mindset with a strong capacity for effective collaboration.
- Lived experience desired

**Reports to:** Senior Communications Manager

**Compensation:** This is a full-time salary (40 hours per week). The salary range for this position is \$50,088 - \$ 51,088 annually.

**Benefits:** Health, dental, vision insurance. Life and disability insurance. Vacation (3 weeks); personal days (3 per year); sick days, holidays per IRIS schedule Eligible for 403b retirement plan after 1 year.

Diversity and inclusion are hardwired into IRIS' mission: We are dedicated to welcoming peoples from all over the world who are fleeing persecution, war, and violence. We are more effective at serving our client's needs when we are representative of the communities we live in and work with. So we are an enthusiastic Equal Opportunity Employer. We strongly encourage

people from underrepresented groups to apply. Please reach out if you need accommodations in applying.

**To apply**, send an email to [humanresources@irisct.org](mailto:humanresources@irisct.org) as soon as possible with the following:

- A subject line that says “(Digital Media & Marketing Specialist -YOUR NAME)”
- A cover letter
- An attached resume
- Three professional references (at least two direct supervisors)

*Applications will be reviewed as they are received and will continue to be accepted until the position is filled. Please no phone calls.*