



Public Awareness Specialist, Part-time, Contract

Bridges Together, Inc. (BT) is a tax-exempt organization dedicated to empowering leaders to connect generations thereby transforming lives for today and tomorrow. Our vision is that every child and older adult will experience the richness of intergenerational relationships and interdependence.

We are seeking to contract with a warm, smart, dynamic Public Awareness Specialist who will focus on advocating for intergenerational relationships across a range of organizations; creating awareness of BT's membership program, trainings and tools; and executing elements of the greater marketing plan.

Primary responsibilities will include but are not limited to:

- Develop public awareness messages for the importance of intergenerational programs, consistent with the BT brand strategy
- Implement campaigns for BT membership, consistent with the brand strategy
- Consider and recommend new tactics for communication relative to BT marketing plan including video, live online events, etc.
- Create and execute media strategy for distribution of messages locally, regionally and nationally, considering outlets and available external media, social and BT channels like email, web site, and partners. Measure effectiveness.

Experience and qualifications:

- Excellent presenter, both verbally and in writing, as well as creative and strategic thinker with ability to clearly articulate organizational story
- Experience in marketing and communications for a nonprofit membership organization
- Understanding of and experience with advocacy in growing the visibility of an organization
- Background in media relations

Are you the right fit?

Do you value intergenerational relationships? Are you dynamic, with a can-do attitude? Are you comfortable in a growing and fast-paced environment? Do you enjoy working hard and independently while collaborating with smart, kind, fun-loving people? Do you balance a warm, caring attitude with a commitment to excellence? If this sounds like you, then check out our online presence.

Next steps

If you truly think this might be the right fit and that you want to make a real difference with this organization, please send your resume and a cover letter to Resume@BridgesTogether.org. Please include the job position in the subject line.

Bridges Together is an Equal Opportunity Employer. We are committed to a diverse workplace.