



Digital Marketing and Media Specialist - Part-Time

Background

Founded in 1988, Bridge Communities (Bridge) is DuPage County's largest provider of transitional housing and supportive services for families facing homelessness. At present, Bridge owns and operates twenty-six apartment buildings in 7 DuPage villages, with 154 total apartments. Bridge's headquarter office is in Glen Ellyn. Bridge serves over 100 families facing homelessness annually, with Program staff providing intake and referral, case management, employment coaching, children's services, nutrition counseling, donated vehicles, mental health payments, and more in a two-generation model working to break the cycle of poverty.

Bridge has a unique business model with faith-based and community-based organizations providing both financial support and volunteer mentors for families. Bridge also has two Fortune 50 companies as program partners, providing the financial support and mentors for families. Bridge has a history of collaborations with employers, public schools, medical and behavioral health, legal services, local and county government, and recreational service partners to provide holistic scope of support to families with warm reception. A strong fundraising and resource development team that has created diversity of funding streams and high donor retention. In Fiscal Year 2024, Bridge had a \$5.4 million operating budget, \$15 million in net assets, with \$4 million endowment and 29 employees.

Job Summary

Bridge Communities is looking for a Digital Marketing and Media Specialist, responsible for the planning, creation, and implementation of all of Bridge Communities' social media marketing strategies. The Digital Marketing and Media Specialist strives to grow Bridge Communities' online community while maintaining and being an ambassador for our brand.

The successful applicant will be able to think creatively and analytically, be self-motivated, value building relationships, have an active online presence, create creative content, and be well organized. Additionally, the ideal candidate is a friendly and professional communicator and is energized by the day-to-day challenges of a client based social service agency.

The Digital Marketing and Media Specialist is a 20-hour per week, hourly position. This position will have a flexible yet consistent schedule with Thursdays in office, occasional nights and weekends required. This will be a hybrid position and be required to attend meetings at the organization's headquarters in Glen Ellyn regularly, as well to occasionally attend Bridge fundraising events. This position reports to the Communications & Marketing Manager.

Responsibilities (20 hours)

- Work closely with the Communications & Marketing Manager to create our social media strategy for our different social media accounts across platforms.
- Create and design compelling and engaging digital content.

- Post social media content on designated days in alignment with organization's content calendar
- Identify target audiences and find the best ways to present information to these audiences.
- Engage influencers and manage our online community by responding to comments and overseeing customer service across all platforms.
- Analyze data to determine whether social media campaigns have achieved their objectives.
- Video creation and editing for digital content.
- Manage Google Ads campaigns, both display and ad words, and boosted posts or ads on social media.
- Maintain an empowering and authentic tone using strength-based, inclusive language in all messaging.
- Create monthly engagement reports.
- Ensure that brand identity is infused in all messaging, marketing, communications, and decision-making.
- Identify trends, monitor current events, and influencers to anticipate opportunities for Bridge to engage in and/or lead the local, regional, and national conversation on housing instability and family homelessness.

All Bridge Communities staff are expected to demonstrate in their performance the agency's identified Core Competencies: Service to Mission, Stewardship, Leadership, Innovation, and Collaboration. Staff is also expected to believe in and demonstrate our agency values of Partnership, Hope, Integrity, Respect, and Empowerment.

All Bridge Communities' staff adhere to the highest ethical standards in management, governance, and fund development. Convey a professional and positive image and attitude regarding Bridge and NFP sector. Demonstrate commitment to professional growth and development. Demonstrate commitment to strengthening Bridge Communities' policies and practices as they relate to equity and belonging.

Qualifications

1) Education and Experience

- a) Bachelor's degree in Communications, Digital Marketing, Graphic Design or a related field or equivalent experience
- b) 3+ Years Experience developing social media strategies
- c) Ability to develop the right voice for each social media platform
- d) Demonstrated ability to build social media communities, working knowledge of Instagram, LinkedIn, Facebook, YouTube and TikTok
- e) 3+ Years Experience managing accounts on social media
- f) Understanding of graphic design principles and best practices

2) Skills and Knowledge

- a) Superior written communication skills
- b) Creative minded, readiness to try new things, and willing to share your ideas
- c) Highly proficient in Canva and Working knowledge other graphic design programs
- d) Skills in video recording and editing preferred
- e) Familiarity with MS Office suite, including Outlook, Word, Excel, & PowerPoint
- f) Strong experience with Google Ads and Google Analytics preferred

While performing duties of this position, an employee will be required, on occasion, to lift up to 25 pounds. Ability to climb stairs. Ability to stand on feet for extended periods may be needed. A valid Illinois Driver's License, auto insurance and ability to travel locally are required.

To Apply:

- Browse our website www.bridgecommunities.org and our social media to learn more about Bridge Communities.
- Compose a cover letter – one-page maximum – to clearly state your case for your candidacy.
- Email your cover letter, resume, and a sample of your design work to andrew.baumann@bridgecommunities.org
- Candidates whose backgrounds are a strong fit with our requirements and have followed the explicit instructions can expect contact within 10 business days of application deadline. No follow-up phone calls or emails please. Application deadline is **August 4th, 2025**
- Please do not supply references at this time. No phone inquiries or follow-up, please.
- Hourly salary range for this position is \$25.50 to \$28 per hour.

Bridge Communities is an equal opportunity employer. It is our policy to grant equal employment opportunity to all qualified individuals without regard to race, color, age, national origin, sex, religion, pregnancy, ancestry, disability, sexual orientation, marital status, military or veteran status, or any other status protected by applicable federal, state, or local laws. This policy pertains to all personnel actions including, but not limited to recruitment, evaluation, selection, promotion, compensation, and termination.