



Job Title: Marketing and Communications Specialist

Location: On-site - Philadelphia, PA

Organization: Police Athletic League of Philadelphia (PAL)

About Us: The Police Athletic League of Philadelphia (PAL) is the premier youth-serving organization, bringing together the Philadelphia Police Department and nonprofit team with a unified mission: Cops Helping Kids. Since 1947, PAL has been woven into the fabric of Philadelphia. Through PAL's free recreational and educational programs, we provide a safe and nurturing environment where on-duty police officers offer mentorship, guidance, and coaching to thousands of children year-round. Supported by a dedicated team of police officers, civilian staff, and a passionate Board of Directors, PAL is poised for continued growth and success. Currently PAL operates 15 community-based centers and in under-resourced neighborhoods.

Position Overview: The Marketing and Communications Specialist is a vital role within PAL, tasked with developing and leading all efforts to craft and share our narrative as the premier youth-serving organization. This role requires a dynamic individual who can compose, edit, and manage a wide range of communications to promote PAL's mission internally and externally, and support our fundraising goals and community engagement efforts. By effectively showcasing PAL's impact, the Marketing and Communications Specialist will play a crucial role in raising awareness and inspiring community support.

Key Responsibilities:

- Develop and implement a comprehensive marketing and communications strategy in collaboration with the Director of Development and Communications.
- Create and manage content for digital platforms, including the PAL website (Wordpress) and social media channels.
- Produce newsletters, annual reports, talking points, infographics, media advisories, press releases, and traditional marketing materials (brochures, flyers).
- Assist in promoting and marketing fundraising events such as the Annual Awards Gala, Golf Classic, and other events.
- Develop and distribute media alerts and press releases to deliver media coverage and raise public awareness of PAL's initiatives and successes. Build and maintain relationships with media contacts to secure coverage.
- Facilitate internal communications to ensure seamless operations across PAL's 15 centers and headquarters.
- Evaluate and analyze data to refine marketing strategies and stay current with communication trends.
- Foster relationships with PAL officers, kids, parents, donors, and staff to effectively tell PAL's story.

Qualifications:

- Bachelor's degree in Public Relations, Marketing, Communications, Journalism, or equivalent work experience in related field
- Exceptional writing, editing, and verbal communication skills.
- Facility with photos and video to support social media and website.

- Preferred: experience in nonprofit communications and event management.
- Strong project management skills, including multitasking, prioritization, and problem-solving.
- Experience with social media management, digital communications, and content strategy.
- Proficiency in MS Office, Wordpress, and familiarity with graphic design software (Photoshop/Canva) is a plus.
- Valid driver's license and personal transportation required.
- Ability to work occasional evenings and weekends as needed.
- Successful completion of a criminal background check.

Benefits:

- Health and Dental Insurance (100% employer-paid)
- Life Insurance
- Paid Time Off
- Retirement Plan (SEP Plan after 1 year)
- Vision Insurance
- Competitive salary: \$55,000 - \$60,000 annually

PAL is an Equal Opportunity employer and does not permit discrimination based on race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, veteran, marital, or any other status protected by law. PAL is proud to be an affirmative action and equal opportunity employer and encourages applications from members of under-represented and disadvantaged communities and groups.

- PAL offers a competitive salary and outstanding benefit package including health/dental/vision, 403(b) retirement plans, and PTO/vacation.
- **To apply**, please e-mail your resume, cover letter (required) and the names of three references (references will not be contacted without your permission) to **jobs@PhillyPAL.org**.