

CONTRACT POSITION: COMMUNICATIONS & MARKETING SPECIALIST

Proof Alliance is the largest organization in the U.S. dedicated to preventing prenatal alcohol exposure and improving outcomes for people impacted by fetal alcohol spectrum disorders (FASD). We use a systems approach to build alliances with partners in the education, research, legal/judicial, health care, legislative and social service industries. Together, we advocate for greater funding of services, further development of awareness and an FASD-informed future.

If your career path or experience is focused on communications, marketing and digital engagement, this contract role is a valuable opportunity to support a mission-driven organization advancing prevention and public awareness efforts nationwide. This contract role plays a key role in expanding reach, strengthening brand visibility and ensuring consistent messaging across digital platforms.

This contracted role will work directly with the Marketing and Communications Manager and the Public Awareness Team to implement strategic, outcome-driven communications initiatives.

WORK STATUS:

Part-Time Contracted Position | (Approx. 20 hours/week)

Work Location: Contractor shall perform all services under this Agreement remotely from a location of their choosing, unless otherwise agreed in writing by Proof Alliance.

Initial Contract Term: April 2026 – June 30, 2026

Planned Renewal Term: July 1, 2026 – June 30, 2027

Due to our funding cycle, the position will begin with a short initial contract period ending June 30, 2026. Funding is anticipated to continue, and the organization intends to enter into a new contract for the period of July 1, 2026 – June 30, 2027. Renewal of the contract will be contingent upon continued grant funding as well as satisfactory performance in meeting the outlined job duties and deliverables. This structure reflects our fiscal year timing and is designed to support continuity in the role from year to year.

Oversight: The Communications & Marketing Specialist will operate as an independent contractor and will receive project direction and deliverable guidance and oversight from

the Communications and Marketing Manager. The contractor will coordinate with the Public Awareness Team and other departments to ensure consistent messaging and effective outreach.

CONTRACT COMPENSATION:

Compensation. Contractor shall be compensated at a rate of \$25 per hour, not to exceed the organization's budgeted amount of 30,000 annually. Contractor is responsible for paying all applicable federal, state, and local taxes on compensation received under this Agreement.

Compensation for the initial April 2026 – June 30, 2026 term will be prorated based on start date.

A new contract for July 1, 2026 – June 30, 2027 is anticipated, contingent upon continued funding and performance.

Invoicing. Contractor shall submit invoices on a monthly basis for services rendered during the preceding month.

SCOPE OF WORK:

Digital Advertising Deployment (28 hrs. monthly, estimated)

- Create, implement and monitor digital advertising campaigns across platforms (e.g., social media, display, programmatic).
- Optimize campaigns to increase reach, engagement and conversions.
- Provide guidance on audience targeting, including affinity, behavioral and location-based strategies.
- Track performance metrics and provide periodic summaries to the Marketing and Communications Manager.
- Ensure all campaigns align with Proof Alliance messaging, branding and cultural sensitivity standards.

E-Newsletter Management (26 hrs. monthly, estimated)

- Produce four monthly digital newsletters (two national, two local).
- Coordinate content collection, editing and design with internal teams.
- Schedule on-time delivery and track engagement metrics

Social Media Content and Engagement (24 hrs. monthly, estimated)

- Manage consistent posting across social media channels (Facebook, Instagram, LinkedIn, TikTok, X, etc.).
- Create or adapt content in alignment with brand voice and messaging.
- Monitor comments, messages and engagement; respond or escalate as appropriate.
- Track analytics and provide summaries on performance and trends.

Technical and Administrative Support (8 hrs. monthly, estimated)

- Assist with content calendars, scheduling tools and campaign tracking.
- Provide support for project coordination, including formatting, resizing or adapting assets for different platforms.
- Maintain documentation and files related to campaigns, ads and marketing initiatives.
- Help streamline processes to reduce administrative burden on the Marketing and Communications Manager.

TRAINING AND ROLE PARAMETERS:

- The Contractor will complete a minimum of 40 hours of onboarding and platform training before independently managing campaigns or publishing content. Onboarding will cover Proof Alliance's mission, programs, approved language, brand standards, cultural sensitivity and department workflows. Platform training includes hands-on instruction with:
 - Digital advertising, social media platforms, email marketing and newsletter systems, analytics dashboards, audience targeting and reporting.
 - Content calendars, asset management and approval workflows
- The Contractor will participate in regular meetings with the Marketing and Communications Manager to align work with strategic priorities.
- All training must be completed before independently launching campaigns, publishing content or managing paid advertising.
- The Contractor must follow brand standards and role boundaries, and may not develop, modify or approve messaging outside guidelines or make commitments on behalf of Proof Alliance.
- All programmatic, policy, or partnership decisions must be referred to internal staff.

- Participate in weekly check-ins with the Communications and Marketing Manager.
- Complete all onboarding and required training before conducting independent activities.
- Adhere to clear role boundaries: the contractor may not independently develop, modify or approve messaging, nor make commitments, promises or decisions on behalf of Proof Alliance. All programmatic, policy or partnership decisions must be referred to the appropriate internal staff.

QUALIFICATIONS:

- Experience managing digital marketing campaigns, paid advertising and/or nonprofit communications strongly preferred
- Experience with email marketing platforms and social media management tools
- Strong writing, editing and content development skills
- Knowledge of audience targeting strategies and performance analytics
- Ability to manage multiple projects and meet deadlines
- Strong interpersonal and collaboration skills
- Proven ability to work within established systems and take direction
- Successful completion of background check and safety policy procedures
- Legal authorization to work in the United States

ADDITIONAL INFORMATION:

This is an independent contractor position and is not eligible for the Proof Alliance employee benefits package. Nothing in this Agreement shall be construed to create an employment relationship.

The Communications and Marketing Specialist will operate as an independent contractor and will receive project direction and deliverable guidance from the Marketing and Communications Manager. The contractor will coordinate with the Public Awareness Team and other departments to ensure alignment with approved messaging and organizational priorities.

Contract deliverables and performance will be reviewed on an ongoing basis to confirm responsibilities are fulfilled, and expectations are met. Continuation of the contract is contingent upon satisfactory performance, funding availability, and organizational needs. The contractor agrees to communicate proactively regarding workload capacity, scheduling, and availability to fulfill agreed-upon deliverables.

The contractor is responsible for payment of all applicable federal, state, and local taxes associated with compensation received under this Agreement.

Independent Legal Entity: Contractor represents and warrants that it is operating as a duly formed and validly existing limited liability company (LLC) in good standing under the laws of its state of formation.

Insurance Requirement: Contractor shall maintain, at its own expense, commercially reasonable general liability insurance coverage in appropriate amounts for the duration of this Agreement and shall provide proof of coverage upon request.

Eligibility and Compliance: The selected contractor must have legal authorization to work in the United States and must complete required eligibility verification documentation. A background check for violent offenses and offenses against vulnerable populations is required.

Proof Alliance is an equal opportunity organization and values a diverse and inclusive environment.

The contractor agrees to communicate proactively regarding workload capacity, scheduling, and availability to fulfill agreed-upon deliverables.

HOW TO APPLY:

Please email the following information to michelle.raven@proofalliance.org with the email subject line “Communications & Marketing Specialist Contactor” by **March 31, 2026**.

Candidates with incomplete packages may not be considered.

Please submit the following materials:

- Your resume and/or capability statement
- **References: 2–3 professional references** — ideally from recent supervisors or clients who can speak directly to relevant experience.
- **Work Samples: 2–5 examples** of prior work that demonstrate the ability to perform the specific tasks outlined in the contract.
- Your Letter of Interest telling us:
 - Why you are interested in this contract role
 - How your experience and skills align with the qualifications and responsibilities outlined above

