The Marketing & Communications Specialist leads Emerald Communities' communications strategy across internal and external audiences. This role is responsible for ensuring clear, consistent, and compelling messaging that supports employee engagement, strengthens brand reputation, and advances organizational priorities.

This position plays a central role in shaping how Emerald Communities tells its story through internal communications, public relations, advertising copy, sponsored content, award submissions, executive messaging, and strategic campaigns.

Working closely with leadership, community teams, designers, and the Digital Marketing & Content Manager, this role ensures the right message reaches the right audience through the right channels.

Pay: $40.86 - $45.67/hour

Location: Onsite at:
Herons Key - Gig Harbor: 4340 Borgen Blvd, Gig Harbor, WA 98332
OR
Emerald Heights - Redmond: 10901 176th Cir NE, Redmond, WA 98052

We offer:
100% employer-paid medical, dental, vision, life and AD&D insurance (employee only). We also offer supplemental Life and Long-Term disability insurance. In addition, we offer Flexible Spending accounts for medical and childcare reimbursements. Eligibility begins the first of the month following 30 days of employment. Emerald Communities also offers retirement plans. On our 403(b) plan, we match 50 cents for every dollar saved up to 10% of your annual salary. Employer matching begins the first of the quarter following 1 year of employment. Full-time employees are eligible to accrue up to 16 paid time off days and also receive 6 paid holidays and 3 personal days. Pro-rated paid time off is available to part-time employees.

In Addition, we offer:
Gym/Pool
Employee Discount Program
Free Parking
Free meal

EDUCATION & EXPERIENCE:

- 5+ years in communications, PR, marketing, or related leadership roles
- Exceptional writing and editing skills
- Strong media relations and storytelling ability
- Experience managing multiple projects and deadlines
- Ability to balance strategy with hands-on execution
- Mission-driven mindset and strong professional judgment

ESSENTIAL FUNCTIONS:

Internal Communications & Employee Engagement

- Lead internal communications strategy across Emerald Communities and affiliates
- Create/ Influence employee newsletters, leadership messages, announcements, talking points, and culture campaigns
- Support communication during organizational change, launches, and major initiatives
- Build systems that improve employee alignment and engagement
- Gathers information from all departments to publish twice a year the Emerald Communities newsletter

Public Relations & Reputation Building

- Develop story ideas and pitch media opportunities locally and regionally
- Write press releases and executive thought leadership content
- Coordinate responses to media inquiries and public messaging needs in collaboration with the VP of Marketing

Sponsored Content & Thought Leadership

- Write and manage sponsored articles, advertorials, and bylined content
- Position Emerald Communities leaders as subject matter experts in aging services, wellness, nonprofit leadership, and senior living trends
- Manage publication calendars and placement opportunities for thought leadership articles and paid advertisement
- Work on a minimum of 1 blog per month per community

Awards & Recognition Strategy

- Identify and pursue award opportunities for communities, leadership, culture, wellness, dining, and innovation
- Lead submission writing and supporting materials
- Track wins and leverage recognition in marketing efforts

Brand Messaging & Creative Direction

- Develop campaign messaging, taglines, ad copy, brochures, and promotional language in collaboration with the VP of Marketing
- Partner with designers to create compelling creative assets
- Ensure consistent voice and tone across all communications

Cross Functional Collaboration

- Partner with the Digital Marketing & Content Manager to adapt messaging across web, social, email, and paid media
- Partner with Sales, HR, Operations, and Executive Leadership on communication needs

All Emerald Communities employees must pass a criminal background check and other pre-employment requirements. We are an E-Verify employer.

Emerald Communities is an equal opportunity employer.

Please reach out to Ashley Horsefield: Corporate Recruiter directly if you are interested:
Ashleyh@emeraldcommunities.com
(206) 291-7154