



Marketing Assistant Job Description

TITLE: Marketing Associate **FLSA STATUS:** Non-exempt **REPORTS TO:** Development Director

SUMMARY: This position's duties include collaborating with the Development Director, assisting in planning and implementing marketing strategies and promoting fundraising activities. It further includes helping collect data, forecast trends, and assess supporters'/followers' satisfaction. This position requires an understanding of the extensive details of marketing and familiarity with ways to analyze supporters'/followers' behavior.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The following duties and responsibilities are illustrative of the primary functions of this position and are not intended to be all inclusive.

- Effectively manage daily administrative tasks
- Collect and analyze supporters'/followers' behavior (e.g. social media analytics)
- Discover effective marketing and promotional channels, including media platforms to relay information to supporters'/followers'
- Identify creative marketing opportunities
- Create branding ideas, graphic designs, advertising copy, and promotional materials
- Coordinate with the development director and marketing manager to generate external publication material to include:
 - Printed newsletters, postcards, and/or invitations
 - E-mail blasts
 - Social media posts for each platform (Facebook, Instagram, Twitter)
- Contribute to collaborative efforts and promotional events
- Create innovative marketing campaigns and present the recommendations to management
- Establish and maintain relationships with new and existing supporters through networking and prospecting
- Create goals and objectives to approach new prospects through appropriate marketing channels
- Help in inbound and outbound marketing activities by displaying expertise in certain areas such as event planning, advertising, optimization, and content development

PRINCIPLE INTERACTIONS: The Development Director, Marketing Manager, Office Manager, Development Associate, and AR Clerk.

QUALIFICATIONS:

- 2+ years' experience in marketing or related field
- Excellent analytical skills
- Critical thinking and problem-solving skills
- Strong attention to detail
- Strong verbal communication, writing, and interpersonal skills
- Proficient computer skills, including Microsoft Office Suite/Microsoft 365
- Experience with graphic design
- Experience with web design
- Ability to work under pressure in a fast-paced environment
- Ability to work with teams to collaborate
- Excellent time management and multi-tasking skills, with the ability to self-start and prioritize tasks

EDUCATION AND EXPERIENCE: It is required that the employee in this position have a bachelor's degree in marketing or business and/or demonstrable experience.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in