POSITION TITLE: Marketing Associate

POSITION DESCRIPTION

The American Association of Family and Consumer Sciences is a member organization that is currently seeking a candidate for the position of Marketing Associate.

This new position is vital to the success of elevating the AAFCS and its branding and outreach initiatives. The position will provide primary support in the areas of content creation, social media, analytics, and general communications and marketing. This full-time position will work remotely and will report to the Associate Director: Communications and Marketing.

QUALIFICATIONS

A bachelor's degree in marketing, communications or FCS related area.

At least two years of experience in marketing or related field is preferred.

Proficient in the use of multiple social media platforms and online design (photo and/or video) tools.

Skillful in Microsoft Office, Adobe, Google Workspace, and/or Association Management Systems (AMS) with the affinity to learn new software and systems.

Demonstrated organizational skills and analytical and problem-solving skills.

Experience in anticipating deadlines and handling multiple, competing priorities to meet concurrent deadlines.

Adequate knowledge of SEO/SEM and marketing campaigns and analytics.

Skillful in composing and editing documents.

Ability to work well both individually and as a team member.

Sound judgment and honesty with a commitment to a “transparent” style of organizational culture.
RESPONSIBILITIES

Develop and execute strategies across multiple social media platforms to promote products, services, and content consistent with the Association’s brand.

Support planning, monitoring, scheduling, and reporting strategies to align with overall communication and marketing goals.

Track analytics to monitor trends and assess progress toward reaching strategic goals.

Design digital media for the promotion of Association programs, services, events, and initiatives.

Produce reports and statistical information (metrics, analytics) associated with marketing campaigns and social media platforms.

Work cooperatively to produce and deliver member and non-member communications.

Assist with the management of the Association website and associated microsites.

Provide support for the implementation and evaluation of the Annual Conference mobile app.

Provide administrative support for the Associate Director, Communications and Marketing.

Effectively manage routine tasks.

Perform other duties as assigned.

SALARY RANGE

The salary range for the position is $35,000 - $55,000 commensurate with experience and education.
WORK REQUIREMENTS

Willing to work remotely.

Minimum travel is required. This may include travel to the national headquarters, the Annual Conference, Fall Leadership Workshop, or state conferences or workshops.

The employee must have normal visual acuity at near and far distance with correction and hear the spoken word. The employee must be fluent in English. While performing the duties of this job, the employee is regularly required to sit and to work at a computer. The employee is frequently required to use hands to handle or touch objects, tools, or controls and to talk fluently. This position may occasionally require the employee to walk unaided, bend, stoop, reach above their head, have use of fine and gross motor skills, and lift or move heavy objects, equipment, or boxes.

APPLICATION PROCESS

To apply for this position, please submit a cover letter, resumé, and up to three samples of work to HR@aafcs.org.

Review of applications will begin on October 2 and continue until the position is filled.

Consideration will be given to any applicants with limited experience who possess excellent marketing and communication skills. Training will be provided.

ABOUT THE ASSOCIATION

The American Association of Family and Consumer Sciences (AAFCS) is the only association for family and consumer sciences students and professionals across multiple practice settings and content areas. For over 110 years, AAFCS has focused its mission on providing leadership and support for professionals whose work assists individuals, families, and communities in making more informed decisions about their well-being, relationships, and resources to achieve optimal quality of life. Through research, experiential education, and technology, our members help people develop the essential knowledge and skills to lead better lives, be work and career ready, build strong families, and make meaningful contributions to our communities.

AAFCS celebrates, embraces, and respects the value of every person. We denounce all expressions of hate, racism, injustice, and discrimination. Our commitment to diversity, equity, inclusion, and social justice is demonstrated through our work to improve the well-being and quality of life for individuals, families, and communities.
Affirmative Action/Equal Employment Opportunity Policy

It is the policy of AAFCS to provide equal employment opportunity to all qualified persons and to prohibit discrimination in employment on the basis of race, color, national origin, sex, gender, marital status, family relationship, sexual orientation, gender identity or expression, age, pregnancy, genetics, disability, religion, veteran status, parental or family medical leave, or political affiliation, and all other federal, state, and local protected classes.

It is also the policy of AAFCS to take affirmative action to recruit and to employ people of communities of color and other protected groups. Communities of color are defined as African Americans, Asian Americans, Hispanic Americans, and Native Americans. The protected groups are those groups of persons who have historically been most disadvantaged by discriminatory practices, including practices formerly sanctioned by law.

The affirmative action and equal opportunity clause of this policy requires that the hire of applicants and treatment during employment occur without regard to race, color, national origin, sex, gender, marital status, family relationship, sexual orientation, gender identity or expression, age, pregnancy, genetics, disability, religion, veteran status, parental or family medical leave, or political affiliation, and all other federal, state, and local protected classes.

The affirmative action and equal opportunity clause applies to all employment actions including, but not limited to, recruitment, appointment, reappointment, promotion, transfer, demotion, termination, compensation, benefits, layoff, and training. Furthermore, the policy applies to all executive, academic, administrative employees, and to full-time, part-time, temporary, probationary, and permanent employees.

ABOUT FAMILY AND CONSUMER SCIENCES (FCS)

Family and consumer sciences or FCS is the field of study focused on the science and the art of living and working well in our complex world. The field represents many areas, including human development, personal and family finance, housing and interior design, food science, nutrition, and wellness, textiles and apparel, and consumer issues.