

INTERFACE CHILDREN & FAMILY SERVICES
JOB DESCRIPTION

TITLE: Marketing & Communications Assistant

Hours: Full time

Rate: \$18

OVERVIEW

This position reports to the Associate Director of Fund Development & Marketing and perform tasks with a high degree of professionalism and attention to detail. Priorities include: Supporting the smooth operation of the Fund Development and Marketing Dept.; planning and implementation of integrated marketing plan and editorial calendar; supporting and enhancing the organization's positive brand recognition to the public through all forms of communication; and, successfully completing other assignments to accomplish the annual fundraising and marketing goals of the Fund Development and Marketing Department.

DUTIES

Essential responsibilities and duties may include, but are not limited to the following:

1. Assist with scheduling, calendaring, travel and meeting preparation for team members which may include making calls, email communications and meeting requests.
2. Assist with planning and implementing integrated marketing and communications plan to set and accomplish measurable goals for digital and other forms of marketing.
3. Maintain editorial calendar and assist with timely completion of calendared activities including but not limited to graphic design and social media postings, etc.
4. Monitor and report on media coverage and marketing results on a monthly basis.
5. Assist with keeping agency website current and relevant; make updates according to editorial calendar as needed.
6. Maintain current repository of graphics, content and success stories to include in marketing campaigns.
7. Support graphic design, writing, editing and mailing of annual appeals and special appeals in digital and print formats.
8. Maintain and update current collateral PR/information packets and fact sheets
9. Draft and edit development and marketing collateral as assigned.
10. Assist with preparation, execution and follow-up for special events as directed.
11. Maintain responsive and supportive communications and pleasant working relationships with team members, other staff members, volunteers, donors, vendors, government and foundation representatives and others to nurture a positive connection to the organization and the department.
12. Other duties as assigned.

QUALIFICATIONS

Must have Bachelor's degree and 2 + years' experience in professional office setting with marketing and communications responsibilities. Working knowledge of Outlook, Word, Excel, PowerPoint, Facebook, Twitter, YouTube, Blogs, graphic design. Experience with word press and constant contact or related systems; Knowledge of special events management software and donor database is a plus. Must be detail oriented, organized and able to multi-task. Must communicate effectively with staff and public. Excellent oral and written skills are needed. Must be self-motivated and team oriented, and possess strong English grammar skills. Requires reliable transportation, auto insurance, a valid California driver's license and the ability to maintain an acceptable driving record as required by our insurer. Successful background and criminal clearance required.