Position Description

TITLE: Marketing Associate
DEPARTMENT: Resource Development and Marketing (RDM)
REPORTS TO: VP, Resource Development & Marketing (VP)
FLSA STATUS: Non-exempt, Salaried

POSITION SUMMARY:

This position is fulltime, non-exempt. It requires the knowledge and skills to create and implement a marketing plan with emphasis on:

• Social media (Facebook, LinkedIn, Twitter, Instagram, YouTube)
• Digital communication best practices (including email communications campaigns)
• Website maintenance and development
• Basic graphic design for print and digital
• Layout, editing and production (printed newsletters, e-news, annual reports, and brochures)
• Photography, videography and storytelling.

The ideal candidate will bring creativity to the agency's marketing strategies, providing fresh ideas to engage online and print audiences. This candidate must proactively engage club personnel and members to capture stories, photos and video for marketing purposes. They will also assist with event planning, community engagement events, and Club tours. The position requires a positive and engaging attitude to work effectively with board and development volunteers.

SKILLS & KNOWLEDGE REQUIRED:

• Bachelor’s degree in marketing, communications or related field.
• Strong communication skills, especially in writing copy for newsletters and marketing assets.
• Excellent interpersonal skills and the ability to proactively engage Club staff, Members, donors and volunteers.
• Proficient in MS Office; familiarity with graphic design software such as Canva
• Experience with email and social media campaigns
• Knowledge or ability to learn website analytics tools and website design in WordPress.

PHYSICAL REQUIREMENTS / WORK ENVIRONMENT:
This is an administrative position requiring an engaged presence in an office environment and the ability to meet with agency staff at their locations and with donors for site visits. It requires the ability to operate standard office equipment. Requires some evening and weekend work for special events within Wake County.

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