

Job Description

TIME FOR CHANGE FOUNDATION



Marketing & Communications Assistant

Under the direction of the Marketing & Communications Coordinator, the Assistant will focus on a variety of projects to increase public awareness of the agency through marketing and branding and learn and develop various aspects of non-profit marketing both in general and specific to the interest of digital media and traditional marketing as a focus area.

Responsibilities

1. Assist in coordinating various marketing methods including, direct mail, print ads, networking, internet, social media, and help develop new methods of marketing.
2. Compile social media analytics reports for management
3. Help compile reports and statistics for all digital marketing campaigns, contests and initiatives
4. Apply strong creative skills to create or implement branding/marketing materials within deadlines
5. Assist in the execution of various aspects of digital marketing campaigns to maximize outreach, donor/supporter engagement, and campaign performance
6. Assist in the creation of forms, emails, and graphics and help manage all digital assets to increase potential revenue opportunities
7. Assist with brainstorming, creating, and distributing marketing materials
8. Posting of social media stories and graphics
9. Perform research to find articles, stories, resources, or other content that is relevant to our follower/supporter base and post it to our Facebook and Twitter page in a manner that invites conversation and interaction

Qualifications

1. Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
2. Proficiency in Adobe Creative Suite (particularly Illustrator and InDesign.)
3. Knowledge of Constant Contact analytics, reporting and strategies.
4. Knowledge and understanding of Google, Facebook and Twitter Analytics alongside ability to navigate strategic reach.
5. Understanding of multi-channel marketing including social media, e-campaigns, SEO.
6. Knowledge of social media mediums and proficiency in their use.
7. Excellent written, verbal communication and documentation skills.
8. Ability to work independently with strong sense of focus.
9. Task-oriented.
10. A strong sense of and respect for confidentiality involving both clients and fellow employees.
11. Ability to work in a variety of settings with culturally diverse families and communities with the ability to be culturally sensitive and appropriate.

Minimum Education/Experience

1. Bachelor's degree or 2-3 years' experience in digital marketing.

Salary Range

- \$14.50-17.50

Position Type

- Full-time.

Job Description

**TIME FOR CHANGE
FOUNDATION**



Location

- San Bernardino, CA