

### JOB INFORMATION

Job Family	Non-Profit
Sub-Family	Welfare/Community Services
Job Title:	Marketing Assistant
Job Code:	
Alternate Title	
Version Date:	11/12/2020 11:37:27 AM
Salary Grade:	
Category	Non-Profit
Department:	Marketing
FLSA Classification:	Non-Exempt
EEO Code:	Professionals
Job Level:	Individual Contributor

### JOB SUMMARY

The Marketing Assistant is a key member of the marketing team, supporting the successful execution of our marketing and communication plans through helping to create emails, update the website, make social posts, and ensure our assets and data are kept organized and up to date. This position is highly collaborative and supports Foundation goals across all departments: programs, outreach, education, and fundraising.

#### Essential Functions

Essential Function	% TIME
Support the creation of all outbound email campaigns, by audience, according to the Communications Calendar; including drafting the message, creating graphics, collecting content from other departments and editing the message.	30%
Create and schedule daily posts across social channels, provide online community support and management of these channels and create and execute ad content as directed by the Digital Marketing Manager and Marketing Associate.	25%
Support the maintenance of Foundation website by adding content, supporting creation of new pages and maintenance of existing pages	20%
Help with the upkeep of constituent email data including regular cleaning of lists as directed by Digital Marketing Manager.	10%
Help keep media archive organized in collaboration with Marketing Associate including organizing Foundation photos and Wordpress media library.	5%
Contribute to weekly reporting using analytics tools	5%
Support Foundation's Diversity & Inclusion initiative through thoughtful outreach, practices of cultural humility and the inclusion of diverse leaders	5%

#### Additional Responsibilities

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Maintain brand voice throughout all communications  
 Support and build the Foundation's reputation as a leading resource for living well with Parkinson's  
 Assist in other activities on the behalf of the Foundation

### QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education						
High School Diploma						Required
Work Experience						
less than one year	professional work experience in an office or similar environment					Preferred
Skills						
Strong verbal and written communication skills						High
Strong organization skills						Medium
Highly collaborative and able to work well on a team						High
Basic working knowledge of social media marketing						Medium
Proficient in Excel, Word, Powerpoint, and Office 365 applications						Low
Basic working knowledge of digital marketing tools (Wordpress, email marketing, etc.)						Low
PHYSICAL DEMANDS/WORKING CONDITIONS						
Physical Demands						
Physical Demand	NA	Rarely	Occasionally	Frequently	Constantly	Weight
Carrying		X				
Climbing Stairs		X				
Crouching	X					
Grasping	X					
Grip	X					
Handling	X					
Kneeling	X					
Reaching (Abduction)	X					
Reaching (Adduction)	X					
Lifting (Above Shoulder)	X					
Pinch	X					
Pulling (Horizontal)	X					
Pulling (Vertical)	X					
Pushing (Horizontal)	X					
Pushing (Vertical)	X					
Lifting (Floor to Waist)	X					
Lifting (Waist to Shoulder)	X					
Reaching (Forward)	X					
Vision (Far)		X				
Reaching (Waist to Shoulder)	X					
Reaching (Above Shoulder)	X					
Reading					X	
Repetitive Motions					X	
Sitting				X		
Standing	X					
Wrist Deviation (Wrist Extension)	X					
Reaching (Floor to Waist)	X					
Vision (Near)					X	
Walking	X					
Wrist Deviation (Pronation)	X					
Wrist Deviation (Radial Deviation)	X					
Wrist Deviation (Supination)	X					
Wrist Deviation (Ulnar Deviation)	X					
Stooping	X					
Wrist Deviation (Wrist Flexion)	X					
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions						

Working Environment					
Working Condition	NA	Rarely	Occasionally	Frequently	Constantly
Extreme cold	X				
Extreme heat	X				
Humidity	X				
Wet	X				
Noise	X				
Hazards	X				
Temperature Change	X				
Atmospheric Conditions	X				
Vibration	X				
Other	X				
Valid Driver's License Required					
Yes/No	Reason for Drivers License				
No					
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.					
Functional Competencies					
Competency	Level	Competency Description			
Analytical Thinking	2. Novice	Practices investigative techniques to determine the best approach.			
Collaboration	2. Novice	Creates internal alliances outside the immediate team or department.			
Communication Skills	2. Novice	Advanced communication skills involving complicated topics.			
Problem Solving	2. Novice	Uses common sense to solve routine issues.			
SCOPE					
Freedom To Act					
Works is accomplished with moderate supervision. Follows established and detailed directions. Work is reviewed for accuracy and overall adequacy.					
Problem Complexity and Problem Solving Timeframes					
Provides resolution to an assortments of problems that are typically well defined, but some clarification or judgment is required to determine action, as additional information about the problem / task is discovered. Uses judgment within defined practices / procedures to determine appropriate action. Problem/Task resolution timeframe: Inclusive of shorter timeframes, but the majority of tasks take up to several weeks to resolve.					
People Management					
# Direct Resources Managed			# Indirect Resources Managed		