

JOB INFORMATION

Job Family	Non-Profit
Sub-Family	Welfare/Community Services
Job Title:	Marketing Associate
Job Code:	
Alternate Title	
Version Date:	6/14/2022 3:20:48 PM
Salary Grade:	
Category	Non-Profit
Department:	Marketing
FLSA Classification:	Non-Exempt
EEO Code:	Professionals
Job Level:	Individual Contributor

JOB SUMMARY

The Marketing Associate supports the Director of Marketing and Marketing department in successfully executing our marketing and communications plans by assisting in the creation of emails, social media posts, digital and print collateral, web pages, and more. This position also helps to ensure our media library is organized and plays an important role in the maintenance of our data and lists.

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 and help to monitor responses to emails	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 Director of Marketing and Marketing Managers	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 Director of Marketing and Marketing Managers	10%
Help keep media archive organized including organizing Foundation photos and Wordpress media library	5%
Contribute to weekly reporting using analytics tools	5%
Support Foundation's diversity and inclusion initiatives including maintaining and improving digital accessibility	5%

Additional Responsibilities

Additional Responsibilities

- 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

--	--	--	--

Work Experience

3 years or more	relevant experience in marketing and communications	Required
-----------------	---	----------

Skills

Strong verbal and written communication skills	High
Strong organization skills	High
Highly collaborative and able to work well on a team	High
Basic working knowledge of social media marketing	Medium
Basic working knowledge of digital marketing tools (Wordpress, email marketing, etc.)	Medium
Knowledge of Adobe Creative Suite (InDesign, Photoshop, and Illustrator) and Canva	Low
Proficient in Excel, Word, Powerpoint, and Office 365 applications	Low

PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

Physical Demand	NA	Rarely	Occasionally	Frequently	Constantly	Weight
Strength - Lift, carry, push, pull, or otherwise move objects	X					
Reading					X	0
Carrying	X					
Climbing Stairs	X					
Crouching	X					
Grasping	X					
Grip	X					
Handling	X					
Kneeling	X					
Pinch	X					
Pulling	X					
Pushing	X					
Lifting	X					
Reaching	X					
Vision					X	
Repetitive Motions					X	
Sitting				X		
Standing	X					
Walking	X					
Stooping	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.
Strategic Responsibility	2. Novice	Contributes to strategy for his/her team.
Functional Knowledge	2. Novice	Understands his/her discipline and good conceptualization of processes.
Problem Solving	3. Mid	Arrives at a conclusion based on previous experiences and good judgment.
Communication Skills	3. Mid	Communicates using persuasion and authority.
Company Knowledge	3. Mid	Understands how his/her team contributes to the department to meet the goals defined.

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

<i># Direct Resources Managed</i>	<i># Indirect Resources Managed</i>

COMPENSATION

Salary Max	\$0
Salary Midpoint	\$0
Salary Min	\$0