

## Content Marketing Assistant Job Description

### JOB INFORMATION

|                             |                                |
|-----------------------------|--------------------------------|
| <i>Job Family</i>           |                                |
| <i>Sub-Family</i>           |                                |
| <i>Job Title:</i>           | Content Marketing Assistant    |
| <i>Job Code:</i>            |                                |
| <i>Alternate Title</i>      |                                |
| <i>Version Date:</i>        | 6/11/2020 5:50:54 PM           |
| <i>Salary Grade:</i>        |                                |
| <i>Category</i>             | Education                      |
| <i>Department:</i>          | Education                      |
| <i>FLSA Classification:</i> | Non-Exempt                     |
| <i>EEO Code:</i>            | Administrative Support Workers |
| <i>Job Level:</i>           | Individual Contributor         |

### JOB SUMMARY

The Content Marketing Assistant helps the Director of Education by implementing administrative systems, procedures, and policies; completing and monitoring content projects and workflow; maintaining rapport with community members, staff, and contributors/contractors; frequently updating articles and publishing blog posts; and managing email communications within the department. This includes assisting in the development, execution, and measurement of the effectiveness of content marketing campaigns.

### Essential Functions

| <i>Essential Function</i>  | <i>% TIME</i> |
|--|---------------|
| Support Director of Education by managing email, community feedback, reader questions, and communication with experts.   | 15%           |
| Manage content contributions and requests from Davis Phinney Foundation Ambassadors.   | 15%           |
| Maintain rapport with Parkinson's community and staff by responding to inquiries, initiating relationships, setting priorities, and resolving problem situations.                  | 15%           |
| Manage large content projects ensuring content is produced on time and ready to be published.  | 10%           |
| Publish articles to WordPress blog multiple times per week.  | 10%           |
| Research physicians, allied health professionals, and other ideal targets for Parkinson's educational materials and track deliverables and communication.                          | 10%           |
| Support Foundation's Diversity & Inclusion initiative through thoughtful outreach, practices of cultural humility and the inclusion of diverse leaders.                            | 10%           |
| Guide department actions by researching, developing, writing, and updating administrative policies, procedures, methods, and guidelines; communicating developments to management. | 10%           |
| Contribute to department success by welcoming related, different, and new requests; helping others accomplish job results.   | 5%            |

## 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

|                   |  |          |  |
|-------------------|--|----------|--|
| Bachelor's Degree | marketing, writing, communications, journalism | Required |  |
|-------------------|--|----------|--|

### Work Experience

|                 |   |          |  |
|-----------------|---|----------|--|
| 2 years or more | This position requires creativity, responsibility, attention to detail, and autonomy. | Required |  |
|-----------------|---|----------|--|

### Skills

|   |        |
|---|--------|
| Actively look for ways to help people.  | High   |
| Strong verbal and written communication skills.   | High   |
| Proficient in Excel, Word, PowerPoint, and Office 365 Application.  | High   |
| Proficient in donor database, preferably BlackBaud CRM  | Medium |
| Identify complex problems and review related information to develop and evaluate options and implement solutions. | Medium |

## PHYSICAL DEMANDS/WORKING CONDITIONS

### Physical Demands

| <i>Physical Demand</i> | <i>NA</i> | <i>Rarely</i> | <i>Occasionally</i> | <i>Frequently</i> | <i>Constantly</i> | <i>Weight</i> |
|------------------------|-----------|---------------|---------------------|-------------------|-------------------|---------------|
| Standing               |           |               |                     | X                 |                   |               |
| Walking                |           |               |                     | X                 |                   |               |
| Sitting                |           |               |                     | X                 |                   |               |
| Lifting                |           |               | X                   |                   |                   | 35            |
| Carrying               |           |               | X                   |                   |                   | 35            |
| Pushing                |           |               | X                   |                   |                   | 35            |
| Pulling                |           |               | X                   |                   |                   | 35            |
| Climbing               |           | X             |                     |                   |                   |               |
| Balancing              |           | X             |                     |                   |                   |               |
| Stooping               |           | X             |                     |                   |                   |               |
| Kneeling               |           | X             |                     |                   |                   |               |
| Crouching              |           | X             |                     |                   |                   |               |
| Crawling               |           | X             |                     |                   |                   |               |
| Reaching               |           | X             |                     |                   |                   |               |
| Handling               |           | X             |                     |                   |                   |               |
| Grasping               |           | X             |                     |                   |                   |               |
| Feeling                |           | X             |                     |                   |                   |               |
| Talking                |           |               |                     | X                 |                   |               |
| Hearing                |           |               |                     | X                 |                   |               |
| Repetitive Motions     |           |               | X                   |                   |                   |               |

| Physical Demands           |    |        |              |            |            |        |
|----------------------------|----|--------|--------------|------------|------------|--------|
| Physical Demand            | NA | Rarely | Occasionally | Frequently | Constantly | Weight |
| Eye/Hand/Foot Coordination |    | X      |              |            |            |        |
| Close and Distance Vision  |    | 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   |
| Yes                             | To attend local and remote events; transportation while traveling. |

*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     | 3. Mid    | Diagnoses issues using a systematic and methodical approach.                          |
| Business Impact         | 1. Entry  | Role has impact on the department.  |
| Company Knowledge       | 3. Mid    | Understands how his/her team contributes to the department to meet the goals defined. |
| Collaboration           | 3. Mid    | Maintains mutually beneficial partnerships with other functions.                      |
| Communication Skills    | 2. Novice | Advanced communication skills involving complicated topics.                           |
| Functional Knowledge    | 2. Novice | Understands his/her discipline and good conceptualization of processes.               |
| Influence               | 1. Entry  | Gains support for ideas within the team.  |
| Job Impact              | 2. Novice | Work team and other connected work teams.   |
| Leadership Skills       | 1. Entry  | Does not manage employees, but may mentor and/or train subordinates.                  |

|                          |          |   |
|--------------------------|----------|---|
| Managing Change          | 1. Entry | Implements changes provided by management.                              |
| Problem Solving          | 1. Entry | Completes routine and repetitive tasks where tasks are straightforward. |
| Strategic Responsibility | 1. Entry | Not responsible for strategy.   |

## SCOPE

### Freedom To Act

Work is closely managed and reviewed for accuracy and adequacy. Follows specific, outlined, and detailed directions.

### Problem Complexity and Problem Solving Timeframes

Provides resolution to an assortment 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 |
|----------------------------|------------------------------|
|                            |                              |

### Impact

Failure to accomplish results can normally be overcome without significant effect on the organization

### Contact with Others

Frequently inter-organizational and outside customer / vendor contacts. Part of a team who represents the organization. Monitors activities and communicates information across the organization