

Family Resource Center Job Description

Job Title: Marketing Lead
Department: Administration
Reports To: Director of Community Relations and Development
FLSA Status: Non-Exempt
Grade Level: 6
Prepared Date: July 2024
Hourly range: \$24.75 to \$31.00

Family Resource Center (FRC) employee's responsibilities include becoming familiar with all programs operated by FRC. The Marketing Lead will assist in creating, executing, and analyzing an integrated content strategy to drive web traffic and communicate Family Resource Center's mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Collaborate with the Director of Community Relations and Development to develop and implement marketing campaigns across various channels, including digital, social media, email, and print.

Create compelling content for marketing materials, such as blog posts, social media posts, newsletters, and press releases to support marketing objectives.

Create and review content documents including brochures and flyers across all departments for relevancy, consistency, and brand compliance.

Coordinate logistics for assigned events, including virtual or in-person workshops, webinars, and fundraising events.

Monitor and analyze the performance of marketing campaigns, producing reports with key insights and recommendations for optimization and segmentation strategies.

Develop and deliver regular KPI reports with a focus on improving customer engagement, user growth, and user experience.

Support the maintenance and updates of the organization's website and social media profiles to ensure content accuracy and engagement.

Assist in managing relationships with external vendors, such as graphic designers, printers, and advertising agencies.

Conduct market research and stay updated on industry trends to contribute innovative ideas for marketing strategies.

Provide administrative support to the marketing team, including scheduling meetings, managing calendars, and organizing marketing materials.

Attend community and agency events, representing the organization, encouraging email list and capturing content for social media.

Becoming familiar with all programs operated by FRC.

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.

Knowledge and expertise with social media and social media/marketing tactics including a knowledge of Adobe Acrobat, Microsoft Office Suite, Constant Contact, CANVA, and social media channels.

Excellent communication skills, both written and oral and a command of the English language. Bilingual English/Spanish preferred.

Good interpersonal and presentation skills.

Meticulous attention to detail and strong proofreading capabilities.

Ability to think creatively and strategically.

Strong project management and organizational skills.

Proficiency in marketing software and tools.

Experience in managing budgets and marketing campaigns.

Excellent organizational and multitasking abilities, with the flexibility to adapt to changing priorities.

Ability to work independently and as part of a collaborative team environment.

Passion for nonprofit work and commitment to advancing FRC's mission.

ATTENDANCE IS AN ESSENTIAL FUNCTION OF THIS JOB.

EDUCATION AND/OR EXPERIENCE

Bachelor's degree in Marketing, Business Administration, or a related field is preferred or equivalent in education and experience.

At least 3 years of marketing, communications, or a related field experience.

Strong understanding of digital marketing, social media, email marketing, and analytics.

Our programs are on a yearly contract basis.

APPROVAL SIGNATURES:

Chief Executive Officer: _____

Date: _____

Director of Human Resources: _____

Date: _____

Director of Community Relations and Development: _____

Date: _____