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Marketing Assistant (Temporary 4-6 months)

Department: Development and Marketing

Supervised by: Marketing Communications Manager

Supervises: N/A

Status: Part-time, temporary, 24 hours/week

Summary Job Description:

The Temporary Marketing Assistant will assist the Marketing Communications Manager by coordinating and executing ongoing projects and initiatives. This position will assist with the execution of marketing plans, delivering messaging that compels individuals to become engaged with Wellness House—as participants, donors, volunteers, and professionals offering their services. The described position will include additional supportive tasks as needed for the Development and Marketing Department.

This is a remote position with periods of in office or on location work. Portions of onboarding will be scheduled at Wellness House. Other projects will require in office or on location work (approximately 5%).

RESPONSIBILITIES: (90% Marketing Support)

Marketing Support (90%)

- Act as project manager for communications such as the guide and newsletter, coordinating with internal teams and external graphic designer
- Create and schedule program/participant e-blasts through constant contact using a branded template
- Write donor communication pieces, conducting interviews as necessary
- Create and schedule social media as directed by Marketing Communications Manager
- Create flyers using branded template
- Design graphics for various marketing channels
- Take and edit photographs and videos and upload to various marketing channels
- Data collection for analysis using Google Analytics and other reporting tools
- Website maintenance and updates such as board and staff changes, banner files, weather announcements, creating landing pages for special events
- Print and display marketing materials for participants
- Post programming and event listings in calendars (online and print)
- Catalog and organize images and assets
- Be able to speak about the Wellness House mission and how we impact participants

- Attend 4-6 other program events per year to gather stories for newsletters. These work assignments may be outside of your normal work schedule; you will work with your manager regarding the details

Other (10%)

- Protect organization's value by keeping information confidential
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
- Perform general tasks and other duties as assigned

Attendance at Meetings Required

- All Staff meetings (monthly)
- Departmental team meetings
- ***Attendance at Events Required***
- Annual Walk (a work assignment will be given)

Performance Measures:

- To be filled in each year during annual evaluation, by employee and supervisor

QUALIFICATIONS:

- Education: Marketing degree or background. Strong writing skills required.
- Job Experience: Social Media; Long and Short form writing; Constant Contact or other email management system; WordPress; Coordinating multiple projects and responsibilities with internal staff and vendors; Photoshop or experience manipulating images; Excellent copyediting and proofreading
- Special Knowledge & Skills: Microsoft Windows, Excel, PowerPoint, Wordpress. Skills highly desired but not required: Graphic design, InDesign, experience working in a nonprofit environment, photography and videography,
- Demonstrated Competencies: Detail oriented, ability to collaborate with peers and provide constructive feedback to others; solid organization and planning skills; ability to communicate effectively both verbally and written; positive: flexible; innovative thinker; initiative; highly ethical; a commitment to the mission of Wellness House.

Writing Samples Required.

Wellness House is an EOE.