



JOB DESCRIPTION

POSITION: Marketing Associate
REPORTS TO: Senior Director, Development & Communications
Full time position: 40 hours a week

POSITION SUMMARY:

The Marketing Associate will help create and implement marketing strategies that ensure sustainability and organizational growth. The ideal candidate should possess exceptional written and verbal communication skills, excellent networking abilities, and top notch time management skills. In addition, s/he should enhance efficiency of marketing administrative functions to ensure integrity of all fundraising and communication processes.

KEY TASKS AND RESPONSIBILITIES:

- Manage donor database and produce reports as needed to facilitate planning of appeals and upcoming fundraising events
- Manage Qgiv event platform and produce reports as needed to facilitate smooth operation of the Walk To Remember and other events
- Assist in the facilitation of all donor-related and awareness-building events
- Work closely with Walk teams to ensure best practices are implemented and teams have the support they need to be successful.
- Assist in the creation of Walk Team Captain kits and other collateral
- Assist with media relations and press coverage to ensure ongoing community presence
- Assist in updating the organization's website on a regular basis
- Assist in all social media postings and follow-up
- Coordinate all health fair appearances, engaging volunteers in the process
- Assist in the creation of organizational print pieces to ensure branding continuity

QUALIFICATIONS:

- Bachelor's degree or equivalent combination of education and experience in business-related fields
- Minimum 5 years experience working in fundraising, marketing or business-related fields.

OTHER SKILLS:

- Excellent written and verbal communication, presentation, and interpersonal skills.
- Able to work successfully in a diverse team environment.
- Ability to recruit, train and motivate community-based volunteers.
- Demonstrated ability in handling multiple projects with deadlines.
- Strong planning and organizational skills.
- Ability to proactively monitor and adjust activities to respond to changing circumstances and priorities to meet goals and proactively address issues as they arise.
- Able to work with others in a team-centered environment to accomplish goals
- Ability to remain composed under stress
- Proficiency with computers, especially database management and Microsoft Office
- Ability to handle sensitive information with discretion and in a confidential manner.
- Previous experience in a nonprofit setting or with fundraising/marketing activities a plus

Interested applicants should send their resume, cover letter and salary requirements **by email to:** Judith Lemoncelli, CFRE, Senior Director of Development & Communications at judy1@alzpark.org **no later than January 30, 2020. Please put the words MARKETING ASSOC in the subject line.**