



## **ESSENTIAL JOB RESPONSIBILITIES FOR SMART MARKETING AND PR ASSOCIATE:**

SMART's Marketing and PR Associate will support the SMART Executive Director and staff team in the development and implementation of marketing and communications initiatives, by:

### Marketing Responsibilities:

- Updating and maintaining content on Smart's website, and taking responsibility for making frequent postings across all social media channels to increase awareness and recognition of Smart's mission, programs and initiatives;
- Capturing events and program photos and videos to post on social media and the website for real-time and feed posts and to archive for future use;
- Creating and updating marketing and fundraising collateral, including materials for events, programs, and other initiatives
- Assisting with special events and fundraisers;
- Maintaining mailing and contact lists and ensuring these lists can be easily used for various communications, invitations, and reports;
- Writing and distributing quarterly newsletters to be distributed to funders, donors, community partners, and other interested parties;
- Maintaining a database of current, pending, and potential funders; and
- Tracking submission deadlines for grants, proposals, and applications for funding and support.

### Public Relations Responsibilities:

- Creating and following up on opportunities to raise the visibility of Smart;
- Assisting with preparation and distribution of press releases and reports to funders and donors;
- Helping to develop relationships with media outlets and other connections in order to raise Smart's profile and visibility;
- Creating outreach plan and calendar for regular updates to media outlets, funders, donors, and other connections; and
- Other duties as deemed appropriate by the Executive Director and Associate Director of Operations.

## **PREFERRED QUALIFICATIONS/REQUIREMENTS**

- Bachelor's Degree required, preferably in marketing and/or communications.
- Two to five years' experience in marketing or PR roles, preferably in the non-profit sector but other relevant work experience will be considered.

- Self-starter who is interested in establishing and creating new systems and processes to help drive the growth, visibility and reach of Smart.
- Ability to work independently and as part of a diverse team.
- Demonstrated quality of work, attention to detail, creativity, and consistency of work product quality which includes proofreading, grammar, and spelling.
- Excellent project management skills with the ability to multi-task and self-prioritize.
- Strong interpersonal skills and a good sense of humor.
- Familiarity with spreadsheets and analyzing data.
- Photography/videography experience and/or graphic design experience a plus.
- Candidates who demonstrate a strong desire to create sustainable change for culturally diverse children and families from economically disadvantaged communities will be carefully considered.
- SMART applicants should also have the ability to develop strong working relationships with others (individuals, families, co-workers, and community agencies).

This position will report to the Associate Director of Operations.

Hours: Part- time, to full-time; 25-40 hrs./week and may include some evenings and weekends.

Compensation: Commensurate with experience.