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;
• 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.