

Marketing Assistant Job Description



Family Resource Center
St. Croix Valley
Serving Families in Pierce, Polk and St. Croix Counties

Position Title: Marketing Assistant

Reports To: Development & Communications Manager

Status: Full-Time Hourly/ Non-exempt

Mission: The mission of Family Resource Center St. Croix Valley (FRCSVCV) is to strengthen children, families, and communities by providing education, resources, and support. FRCSVCV serves families with children prenatal-kindergarten entry in Pierce, Polk and St. Croix Counties. Programs include home visiting, parent-child group connections and a resource referral network. FRCSVCV implements the National Family Support Network, Standards of Quality for family strengthening and support; family centeredness, family strengthening, diversity, equity and inclusion, community strengthening and evaluation.

Family Friendly Workplaces (FFW) believes in elevating the success of families and children, and in contributing to communities that thrive socially and economically. FFW works to address western Wisconsin's workforce shortage, and strengthen western Wisconsin families, by certifying employers as Family Friendly, and encouraging the adoption of Family Friendly practices.

General Job Description: This is a shared position between FRCSVCV and FFW. The Marketing Assistant will support the marketing needs of both organizations, as well as manage some internal operations for both organizations. The Marketing Assistant will be a full-time employee of FRCSVCV. Performance responsibilities specific to each organization are outlined below.

FRCSVCV Performance Responsibilities:

- Manage FRCSVCV's marketing collateral system and ensure consistent use of marketing and branding guidelines in publicly facing communications and marketing materials.
- Work collaboratively with parent educators and other members of the FRCSVCV team to develop and share promotional flyers for events.
- Manage FRCSVCV's social media streams and website. This includes posting information on social media channels, managing event information on FRCSVCV's website, and managing event registration.
- Support the Development and Communications Manager in the planning, writing, and editing of press releases, flyers, quarterly newsletters, regular solicitation mailings, and other outreach materials.
- Participate and support the planning for, and execution of, the annual Reach for the Stars Gala.
- In collaboration with the Development and Communications Manager, synthesize development strategies and processes into regular educational reports and/or presentations for staff and board of directors.
- As funding and time allows, collaborate with the Development and Communications Manager on new avenues to market the services of FRCSVCV, and implement new marketing strategies that increase program participation and advance the overall strategic goals of FRCSVCV.
- Other duties as assigned.

FFW Performance Responsibilities

- Manage brand awareness marketing in FFW's 3-county footprint and manage marketing in connection with FFW's talent attraction program TAP. These activities will fluctuate depending

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on budget availability and will be conducted in partnership with the Executive Director and FFW's marketing firm.

- Partner with the Executive Director to develop a communications schedule across FFW's communications platforms, including blog posts, Facebook, and Instagram. The schedule will provide for a posting frequency in line with industry standards and will also allow for flexibility as other posts arise related to FFW's programming.
- Develop content in line with the content schedule and manage that content's posting.
- Draft press releases in coordination with external partners and, following approval by the Executive Director, posting the releases online, distributing them to local media outlets, and as appropriate creating social media posts connected to the releases.
- Manage the onboarding process as new employers join FFW, ensuring new employers are fully integrated into FFW's backend system and receive all ordered swag.
- Coordinate conduit contributions, both for new employers and annual conduit contributions. This includes ensuring the recipient nonprofit is identified, funds are received from the employer and distributed to the nonprofit, donation acknowledgement letters are sent, donor notification letters are sent, and coordinating the scheduling of check presentation events.
- Manage the recertification process for employers who are due to be recertified.
- Manage member and FFW billing in GrowthZone.
- Other duties as assigned.

Qualifications:

- Excellent written and oral communications skills, including creative ability and professional attention to detail.
- Competence in Microsoft Office Suite.
- Ability to effectively use technological tools, including databases, Canva, Facebook, and FRCSCV's webpage/WordPress.
- Ability to communicate effectively with diverse audiences, including staff, board, and community groups.
- Familiarity with FRCSCV' and FFW's 3-county service area and knowledge of existing area services and resources.
- Excellent organizational, time management, and analytical/problem solving skills, combined with a high degree of flexibility.
- Reliable transportation, valid driver's license, and auto insurance to meet essential job functions.
- Availability to work some evening and weekend hours as needed.
- Ability to lift and carry a minimum of 50 pounds.
- Appreciation for and commitment to strengthening children and families.

Start Date: Immediate

To Apply: Please email your resume and cover letter to info@frcscv.org with Marketing Assistant in the subject line. Materials will be reviewed as they are received. Applicants are encouraged to submit materials as soon as possible.

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FRSCV is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified individuals to apply.