



## Marketing & Communications Assistant

**Part-Time Position:** 20 hours per week

**Reports To:** Director of Development

**Rate:** Depends on Experience

**Purpose:** Provide marketing and communications support for Forward Edge and Sell a Home, Save a Child (SAHSAC) through the creation and implementation of mass communications and marketing strategies and help with event planning and implementation.

**Education:** Bachelor's Degree or sufficient experience

**Experience/Skills:** At least two years of effective and relevant work experience and/or schooling in marketing and/or communications.

### AREAS OF RESPONSIBILITY

#### 1. Spiritual

- a. Maintain close, growing relationship with Jesus Christ.

#### 2. Emails and SMS

- a. Responsible for the creation and distribution of the SAHSAC SCOOP (monthly email newsletter), all Forward Edge and SAHSAC event emails, and SAHSAC marketing emails.
  - i. Research, gather, and create content: Write copy, find, and edit photos, design email in Klaviyo (email/SMS marketing platform)
  - ii. Manage email and text lists
  - iii. Maintain marketing calendars for SAHSAC and Forward Edge events

#### 3. Social Media

- a. Daily SAHSAC posts
  - i. Manage Social Media calendar for Instagram, FB, LinkedIn, etc.
  - ii. Research, gather, and post frequent content:
    - Snapshots from the field
    - Impact stories
    - Share about SAHSAC member marketing resources
    - Share industry content from members
    - Interact with SAHSAC members
- b. Events: Create and implement a calendar based off best practices from consultants.

4. **SAHSAC Website Management:** No prior website design experience necessary, just a willingness to learn and an ability to pick up new skills quickly.
  - a. Update SAHSAC website (WordPress)
  - b. Collect, organize, resize, and add new member logos
  - c. Create new website pages as necessary – brainstorming with team - new page vision, collecting, and creating content, designing page with Elementor (a drag and drop tool, no coding required)
  
5. **SAHSAC Marketing Materials**
  - a. Update SAHSAC member resources file folder periodically with new photos, stories, sample social media posts, and if applicable, designed content
  - b. Work directly with SAHSAC Campaign Manager to provide members with personalized marketing materials
  - c. Create personal marketing pages for SAHSAC Members who request them.
  
6. **Design:** Ability to design digital and print materials on Canva or your preferred design program, including but not limited to the following:
  - a. Event Invitations
  - b. Signage, Banners
  - c. Flyers
  - d. Social media posts
  - e. Emails
  - f. Other promotional materials
  
7. **Events:** Attend and assist Events Manager at all local events with the possibility of some travel to non-local events. Duties include:
  - a. Attend scheduled event planning meetings
  - b. Help make phone calls to donors, sponsors, and vendors
  - c. Solicit auction items
  - d. Help in event set up/tear down
  - e. Help lead event check in/check out
  - f. Gain proficiency with event software

## **8. Miscellaneous**

- a. Edit short videos for SAHSAC events, members, and marketing purposes.
- b. Willingness to travel on a mission trip with a SAHSAC team to collect marketing photos and stories and publicize trip on social media channels.
- c. Research and write 1-2 monthly blogs and distribute them across all social media channels.

## **SKILLS & QUALIFICATIONS**

- Marketing/design minded and motivated to grow in these areas.
- Natural storyteller with an ability to write and verbalize others' stories in a compelling and inspiring way.
- A natural desire to complete all work with excellence.
- Ability to communicate effectively through speaking, writing, and designing to a variety of constituencies and target markets, including Forward Edge donors, SAHSAC members, potential donors, churches, ministry partners, and staff members.
- Strong organizational skills.
- Detail-oriented and able to multi-task and prioritize.
- Goal and task-oriented with experience in meeting deadlines and working well under pressure.
- Ability to self-initiate and complete routine tasks promptly and efficiently.
- Willingness to work (paid) outside of normal scheduled hours for events or to complete time-sensitive projects.
- Moderate technology skills, proficiency in Microsoft Office Suite
- Preferred: Proficiency in Canva (or equivalent), Adobe Photoshop, Adobe InDesign, and WordPress