Marketing and 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
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