



Marketing Associate

A Precious Child, Inc. is a 501(c)(3) nonprofit organization that provides children in need with opportunities and resources to empower them to achieve their full potential. A Precious Child envisions a future where every child grows up to be a secure, self-reliant, contributing member of their community.

The Marketing Associate will work directly with the Director of Development & Marketing to execute the organization's marketing plan. They will also be responsible for managing platform scheduling and analytics, developing content, assisting at events and executing other marketing tasks as assigned.

Hours: Full-Time, Non-Exempt, with some evenings and weekends

Reports To: Director of Development & Marketing

Areas of Responsibility:

- Work with the Director of Development & Marketing to execute the organization's marketing plan
- Graphic design
- Ensure programs and events collateral is created and updated
- Manage all social media platforms and community event calendars
- Website design and updates
- Marketing data collection and analytical reporting of organization's performance across platforms
- Build brand recognition
- Brainstorming and developing ideas for creative marketing campaigns
- On camera and press interviews
- Photography and videography
- SEO, web analytics, Google AdWords
- Raiser's Edge NXT data entry
- Other duties as assigned

Experience and Qualifications:

- Passion for A Precious Child's mission and vision
- 1-3 years of experience of direct work in organizational marketing
- Bachelor's Degree in marketing, advertising, mass communications, design or journalism is preferred
- Proficiency with Microsoft Office Suite (Excel, Word, PowerPoint, Outlook and Publisher)
- Proficiency with Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom and Premiere Pro)
- Website experience (WordPress is preferred)
- SEO and Google AdWords experience preferred but not required
- Raiser's Edge Database experience preferred but not required



- Outstanding writing, editing, proofreading and verbal skills
- Self-motivated person with enthusiasm, positivity, tenacity and resilience with the ability to set and achieve goals, meet deadlines, resolve problems and perform a task with little supervision or direction
- Possesses excellent relationship management and interpersonal skills; the ability to work effectively with media, donors, corporate leaders, volunteers, clients and staff; displays mature judgment, superior diplomatic skills
- A strong track record of positioning an organization to stand out in a competitive fundraising environment
- Must be organized and able to manage priorities and deadlines effectively as well as competing demands and handle multiple duties simultaneously
- Experience creating integrated marketing and communications plans
- Experience creating and executing successful email campaigns
- Working knowledge of popular social media platforms
- Ability to evaluate effectiveness of marketing campaigns using analytics and other methods
- Ability to work a flexible work schedule, including occasional weekends and holidays.
- Must pass drug screening and criminal background check
- Occasional physical work is required. Must be able to lift 30 lbs. and work in a standing position for periods of time.

Compensation: Commensurate with experience.

To Apply: Please email cover letter, resume and salary requirements to Alissa M. Trumbull at Alissa@APreciousChild.org and put "Marketing Associate" in the subject line.

For more information about A Precious Child visit APreciousChild.org

Equal Employment Opportunity: A Precious Child is committed to a policy of equal employment opportunity. The organization will not discriminate against employees or applicants for employment of any legally recognized basis including, but not limited to, veteran status, race, color, religion, sex, national origin, physical or mental disability, age, political affiliation or belief, or any other protected group status as defined by law. A Precious Child will also not discriminate against employees or applicants based on sexual orientation.