

Marketing & Special Events Associate

Job Description



Reports To: Director of Marketing & Special Events
Salary Range: \$18.24 to \$19.25/hour
Approved By: Executive Director

FLSA Status: hourly; 35 hours/week
Monday through Friday: 8:30 am to 4:00 pm
Date Developed/Updated: April 2024

Summary: The Marketing & Special Events Associate assists the Director of Marketing & Special Events, supporting a wide range of responsibilities. This includes updating website content, implementing social media strategies, and creating engaging content aligned with the organization's brand. Additionally, they gather content for marketing materials, create flyers, and assist with event logistics. A crucial aspect of the role involves securing donations for the auction linked to the organization's largest fundraiser. Adaptability, attention to detail, and strong communication skills are essential for success in this dynamic position.

Essential Duties and Responsibilities include, but are not limited to, the following:

WEBSITE & SOCIAL MEDIA CONTENT:

- Aid the Director of Marketing & Special Events in managing and updating website content to reflect current initiatives, events, and organizational messaging, ensuring accuracy and relevance.
- Collaborate with the Director of Marketing & Special Events to develop and execute social media strategies to enhance engagement, expand followership, and drive traffic to the organization's website.
- Generate compelling content for social media platforms, including written posts, images, and videos aligned with the organization's brand identity and mission.
- Monitor various social media channels to promptly and professionally respond to inquiries and comments.
- Actively engage with supporter pages to foster positive relationships and enhance community interaction.

MARKETING & COMMUNICATIONS

- Collaborate with internal teams to gather content for marketing materials, ensuring consistency, accuracy, and alignment with organizational goals.
- Conduct client interviews for various communication channels, such as newsletters, direct mail, website, and social media content.
- Assist in producing marketing publications, including ads, flyers, brochures, newsletters, and promotional materials.
- Maintain brand consistency across all marketing communications, adhering to brand guidelines and messaging standards.

SPECIAL EVENTS

- Assist in managing logistics for mailings, auction items, and donor database updates.
- Collaborate with the Director of Marketing & Special Events to develop event timelines and marketing strategies to ensure successful outcomes.
- Support the Director of Marketing & Special Events in planning, coordinating, and executing special events and fundraisers to ensure a seamless experience for all attendees and sponsors.
- Make phone calls to secure auction items for high-profile fundraisers, transitioning from cold to warm calls and utilizing persuasive communication skills to achieve donations.

GENERAL

- Serve as backup for main Administrative Office telephones, providing accurate assistance and supportive services.
- Represent LifePath professionally at community events, meetings, and networking opportunities, as needed.
- Maintain a positive and professional demeanor when interacting with others, serving as a positive spokesperson for the organization on and off the job.
- Provide efficient support to the Director of Marketing & Special Events, ensuring accuracy and timeliness in all tasks while adapting quickly to shifting priorities.
- Perform all other duties the Director of Marketing & Special Events or Executive Director assign.

To perform this job successfully, an individual must demonstrate the following competencies.

EDUCATION, EXPERIENCE, AND SKILLS

- Bachelor's Degree, preferably in Hospitality Management or Communications and Marketing.
- Possession of a valid driver's license and a minimum of one year of driving experience.
- Exceptional customer service skills, positive attitude, and enjoyment of working with older adults are desired.
- Outstanding written and oral communication skills.
- Excellent computer skills, including experience with web content management and online editing tools (WordPress & Elementor), and proficiency in social media channels, InDesign, and Canva.
- Punctual, efficient time management, and adaptable to changing circumstances.
- Ability to read and interpret documents, conduct research, speak effectively and persuasively, and have excellent phone skills.
- Manages high-stress and difficult situations calmly and professionally.
- Focuses on conflict resolution, maintains confidentiality, actively listens to others, remains open to new ideas, and contributes to team success.
- The physical demands include standing, walking, and sitting frequently, as well as the ability to lift and move up to 30 pounds. Reasonable accommodations can be made for individuals with disabilities.

Interested Applicants may submit a resume to mjones@lifepathny.org, visit lifepathny.org/employment, or call 518-362-5481 to obtain an application.

LifePath is an equal opportunity employer.