

Job Posting

August 28, 2019

POSITION

Marketing Associate-Digital Engagement

EMPLOYMENT TYPE

Regular FT – 35 hours/week

SALARY - Commensurate with experience

REPORTS TO

Director of Marketing

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Marketing Associate is responsible for developing, implementing and executing marketing strategies and initiatives for RiseBoro Community Partnership and its premier divisions. The Marketing Associate will have a focus on digital channels and is responsible for driving digital engagement, building followership, and driving brand awareness and individual giving via all owned media channels.

Responsibilities include:

- Oversee the effective operation of RiseBoro's online marketing campaigns and activities
- Responsible for all active organizational social media platforms including content creation and posting, monitoring and responding as appropriate
- Create standardized digital marketing practices, content and procedures for the organization including the creation and maintaining of a content calendar
- Create targeted digital communications campaigns to achieve organizational goals
- Leverage digital marketing best practices, interpreting data and analytics to drive strategy;
- Execute monthly e-newsletter to supporters – collate content, manage subscriber list, and creative development within brand identity
- Analyze processes and metrics for constant improvement
- Implement initiatives within brand standards to grow social media followership entity wide
- Track and report results for digital marketing initiatives and channels
- Support programmatic media campaigns with digital components
- Act as subject matter expert for all digital marketing channels, staying informed on best practices, new tools and functionality, and other aspects to optimize digital channels
- Utilize the various online tools to promote the organization's online image and brand

COMPETENCIES AND SKILLS REQUIRED

- Strong digital marketing and analytical skills with a focus on problem solving
- Organizational and project management skills
- Ability to work well independently and within a team setting
- Meticulous attention to detail
- Proficient in managing social media channels and developing content to execute communications
- Proficient in Microsoft Office suite and knowledge of design software platforms a plus
- Ability to handle and prioritize multiple projects
- Positive attitude, sound judgement and top level professionalism



- Ability to work well across functional departments
- Ability to meet deliverable dates

EDUCATION EXPERIENCE

Three to five years of experience required in digital marketing or marketing communications
BA in marketing, communications, or non-profit preferred

APPLICATION DEADLINE

September 6, 2019

SUBMIT COVER LETTER AND RESUME TO

Karen Bray, Director of Marketing, kbray@riseboro.org