



Girls Incorporated[®] of Orange County

Mission: Inspiring all girls to be Strong, Smart and BoldSM

Vision: Empowered Girls and an Equitable SocietySM

Girls Inc. of Orange County is a private, non-profit agency serving girls ages 5 to 18 years. We are an affiliate of the Girls Inc. national organization, the nation's leading voice for girls. Our programs for girls give equal concern for careers and life planning, health education, leadership and community action, self-reliance and life skills, culture and heritage, academic achievement, participation in sports, and excellence in math, science, and technology. Our programs have proven to be effective in inspiring girls to become Strong, Smart, and Bold.

POSITION INFORMATION

Position Title: Marketing Associate

Supervisor:

Development Manager

Full or Part-time:

Part-time (Non-Exempt, 15-20 hours per week)

Positions Available:

One

Regular or Temporary:

Regular

Purpose of Position:

The Marketing Associate will report to the Development Manager and work closely with the development team as well as with staff members across the organization to ensure electronic communications are regularly updated with cohesive and donor centric communications.

Their primary role is to create and maintain the e-communications calendar, which will include:

- the website (including regularly scheduled blog posts)
- all social media platforms
- monthly donor focused e-newsletters (via Constant Contact)

The Marketing Associate is not required to solely create content for all the above, but instead is expected to work closely with the development team and program staff members to gather content, assist in writing and editing, draft the layout, and obtain final approval for all e-communication pieces, adhering to calendar deadlines.

Must be detail-oriented, deadline driven, an excellent writer and editor, have a high degree of initiative and problem-solving ability, enjoy working with others, and able to be creative by contributing new ideas to help increase organization's online presence.



PRIMARY RESPONSIBILITIES

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Responsible for keeping the website content updated through program and development staff, troubleshooting potential website problems, and ensuring website is consistent with branding.
- Create and maintain an e-communications calendar.
- Create and gather content to schedule and regularly update social media across several platforms, engaging with constituents and working to grow our online footprint.
- Responsible for monthly e-newsletter calendar, working with the Development Manager to help gather stories, draft content, finalize layout in Constant Contact, obtain final approvals, and ensure newsletters are regularly scheduled.

QUALIFICATIONS

- Bachelor's degree in progress, preferred.
- Knowledge of best practices with social media platforms, Facebook, Instagram, Twitter and LinkedIn.
- Working knowledge of social media platforms.
- Working knowledge of Constant Contact or similar email marketing services.
- Excellent oral, written, and communication skills.
- Strong organizational skills and the ability to pay attention to details.
- Must have a collaborative, team-oriented work style with the ability to work independently.
- A commitment to high professional ethical standards in a diverse workplace.
- Must clear background and drug check and have reliable transportation.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to stand, walk, reach with hands and arms, stoop, talk and hear
- Must be able to lift 25 lbs.
- Must be able to sit for long periods of time
- Must be able to work occasional evenings and/or weekends

Compensation and Benefits

- Competitive hourly pay of \$15.00, commensurate with qualifications and experience
- Sick time, and after a year of employment, vacation, holiday pay and benefits

Please send cover letter and resume to Human Resources: humanresources@girlsinc-oc.org

Please note, applications without a cover letter/letter of interest will not be considered.

For more information on Girls Incorporated of Orange County, please visit our website at: www.girlsinc-oc.org. Girls Incorporated is an equal opportunity employer.