

Marketing Communications Associate

Definition: Increases community awareness and support of Kidango and its services. Acts in the absence of any member of the Development and Communications Department.

Reports to: Development and Communications Director

Media Relations

1. Builds & maintains press relations.
2. Creates & maintains Press Kits.
3. Drafts community messages and correspondence.
4. Researches potential media connections.

Internal Communication & Resource Management

1. Maintains department archives (including image releases, media coverage, sample materials, etc.)
2. Acts as photographer as needed.
3. Reviews and edits Kidango internal and external correspondence
4. Designs Parent Newsletters and Family Handbooks, works with program staff to develop content.
5. Provides internal reports communicating the efforts of the department.
6. Creates and manages internal resources Maintains Kidango parent and non-donor mailing lists.
7. Assists in data entry and support of enrollment information using the agency enrollment database (Controltec).

Event Management

1. Plans & organizes logistical components of all Kidango events, excluding any cash & in-kind donation events.
2. Co-Leads the agency annual winter gift drive event.
3. Organizes and manages Kidango's participation in community events throughout the region.
4. Represents Kidango on the planning boards and committees of external community events.
5. Supports the Board of Directors on the agency's annual fundraising event, Taster's Showcase, as a Committee Staff Liaison.

External Communication & Marketing Support

1. Manages Kidango website including content updates and project management with contracted web designer.
2. Manages Kidango web 2.0 media including Twitter, Facebook and Cause pages.
3. Supports the development and usage of systems for tracking results of Kidango marketing and customer service campaigns.
4. Manages contracts with external media vendors, including renewals, terminations and ongoing contact.
5. Represents agency at community/political functions and/or meetings.
6. Participates on internal committees and meetings as needed to partner with program staff in the identification of marketing needs and ideas.
7. Designs agency marketing materials, signs & advertisements.
8. Researches and identifies potential community partners and community events.
9. Leads development of marketing plans and implementation of marketing strategies for potential sites, new sites, sites needing enrollment & agency branding.
10. Assists in market research activities including price comparisons, competitor research in emerging markets and shopping potential new center locations.
11. Tracks results of Kidango marketing and customer service campaigns.
12. Represents Kidango at public speaking engagements throughout the community.

Kidango is an Equal Opportunity Employer/Drug Free Workplace.

Volunteer Management

1. Handles volunteer relations for all Kidango events, including center beautification projects.
2. Coordinates volunteer opportunities
3. Supervises and manages agency interns, in conjunction with other department staff.

Additional Expectations

1. Provides excellent customer service to all staff, clients, and contacts of agency.
2. Advocates on behalf of all children, families, and staff of agency.
3. Maintains confidentiality of children, families and staff.
4. Participates in activities that further professional growth of self and staff.
5. Passion for the mission of Kidango
6. Works well with Director of Development and Communication, Agency Director, Executive Director and all other agency staff.
7. All other duties as assigned by Director of Development and Communications, Deputy Director and Executive Director.

Development and Communications Department Specialized Competencies

1. Organizing - Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.
2. Written Communication - Is able to write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

Qualifications:

- Minimum of B.A./B.S. degree in Marketing, Communications or equivalent education and experience required.
- Minimum of 2 years experience in marketing, customer service, public relations or related position.
- Exceptional organizational skills.
- Excellent oral and written communication skills.
- Ability to work effectively and use a positive approach with a diversity of people.
- Ability to provide relationship-based leadership, accept responsibility, work independently and set own goals in a professional manner.
- Self motivated. Able to establish priorities.
- Familiarity with private non-profit agencies preferred.
- Proficient in Word, Excel, PowerPoint, Access, PageMaker, Photoshop, Contribute. Prefer Raiser's Edge and Internet experience.
- Bi-lingual Spanish preferred.

Requirements:

- Health screening, TB and fingerprint clearance (Clear Child Abuse Index).
- Possession of a valid California Driver's License and use of insured vehicle.
- Able to lift 15 lbs.
- Some weekend and evening hours required. Ability to work varying hours to meet the expectations of the position.