

Our Mission: To Inspire Children, Empower Families and Build Stronger Communities

Marketing Specialist

POSITION SUMMARY:

The Marketing Specialist will oversee and be responsible for activities relating to agency digital inquiries with a focus on enrollment, they will drive enrollment email marketing and analytics, and support the Marketing Manager with all communications agency wide.

POSITION OVERVIEW:

- Employment Type: Full-Time/ Exempt
- Salary:
- Location: Warm Springs Administrative Office
- Job Category:
- Reports to: Marketing Manager
- Supervises: N/A

PRIMARY RESPONSIBILITIES:

- Drive and evaluate all forward-facing digital communications with Kidango parents, including Yelp inquiries, parent email blasts, inquiries received through website, and any other digital parent communication.
- Track and analyze digital communications effectiveness through custom dashboard reports.
- Manage multiple inquiries simultaneously with exceptional poise, providing accurate, clear, and reliable agency information.
- Maintain utmost confidentiality regarding agency information.
- Update Kidango website, ensuring and implementing the processes for timely updates.
- Manage Kidango center specific flyers, ensuring they are up-to-date.
- Review, proofread, and edit Kidango center communications.
- Ensure consistent use of Kidango's logos, photos, type, and design elements across all communications.
- Coordinate flyer distributions for school districts and staff flyering.
- Create and schedule enrollment email blasts during the enrollment season.
- Organize logistics for community events, staff internal volunteers, and assist with agency events.
- Fulfill vinyl banner, A-frame, and other Kidango center signage requests.
- Manage promotions fulfillments, including Refer-A-Friend.
- Coordinate in-kind donation pickups and distributions.
- Maintain electronic and hardcopy archives for all communications assets.
- Track expenditures and manages department budget.
- All other duties assigned.

GENERAL EXPECTATIONS:

- Work as a member of the agency team by promoting the mission and philosophy of Kidango
- Create and maintain strong relationships across the agency
- Provide excellent customer service to all staff, clients, and contacts of agency
- Advocate on behalf of all children, families, and staff of Kidango
- Maintain confidentiality of children, families and staff
- Participate in activities that further professional growth of self
- Key competencies include: judgment, writing, content creation, information management, planning and organizing, problem analysis and problem solving, communication, teamwork, flexibility

POSITION QUALIFICATIONS/REQUIREMENTS:

- AA required, or equivalent education and experience required.
- Bilingual Spanish required.
- Minimum of 1 year of experience in marketing, development, customer service, public relations or related position.
- Ability to collaborate cross-functionally; 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 leadership, accept responsibility, work independently and set own goals in a professional manner.
- Self-motivated. Able to establish priorities.
- Familiarity with nonprofit agencies.
- Proficient preferred in Word, Excel, PowerPoint, Adobe Creative Suite: Photoshop, Illustrator, InDesign, and WordPress.

COMPANY WIDE JOB REQUIREMENTS:

- Must pass a health screening and TB test
- Must pass background fingerprint clearance
- Valid Driver License
- Must be 18 years or older

ADMINISTRATIVE WIDE DEMANDS:

Job duties will be performed in an office environment and the physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job.

- This is largely a sedentary role; however the need for some walking and standing will be required
- The ability to lift up to 20lbs may be needed during some job duties
- The employee will be required to use hands for computer work, answering phones calls...etc.

***Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions**

Equal Opportunity Employer/Drug Free Workplace

HOW TO APPLY: To apply for this position please complete an application at

<https://www.kidango.org/careers/>

You may submit your resume along with an application. Please note that you are not considered an applicant until you have completed an application for employment.