JOB DESCRIPTION: Marketing Associate/ Marketing Manager*

Overview: This position will work with APSAC’s Executive Director, Manager of Publications and Special Projects, Training Coordinator and Executive Assistant to develop, implement and assess the impacts of traditional and digital marketing of APSAC membership, products and events. APSAC is a mission driven organization, working to improve society’s response to the abuse and neglect of its children by promoting effective interdisciplinary approaches to identification, intervention, treatment, and prevention of child maltreatment.

Specific tasks:

Marketing
- Collaborate in the design, and development of all marketing and promotional materials
  - Primary responsibility for managing production storage and distribution
  - Materials include but are not limited to brochures, conference displays, banners, pens, membership pins and others.
- Identify opportunities to promote APSAC
  - Identify potential conferences, punctuations, websites list servs and other opportunities to promote APSAC memberships, training and products

Membership
- Maintain mailing lists
- Maintain chapter rosters
- Prepare mass Emails to membership and mailing list
- Download data and prepare reports from membership services platform as needed

Training/Special events
- Develop content for marketing materials and have primary responsibility for completing and distribution.

Social media/traditional media
- Staff the committee developing press kits; develop and maintain media contact lists
- Promote APSAC membership, events and products through social media
- Manage existing Facebook and Twitter accounts
- Develop Linked-in and Instagram accounts
  - Content developed with staff and board

Website
- Update content (WIX platform) when requested
- Suggest content and links to support SEO
- Use of google analytics and other tools to assess impact

Support for Board and Committee Operations
- Staff the board marketing committee or equivalent
- Staff committees planning special events/fundraisers
Finances:

As a small organization, all staff have a role in processing receipts and payments as we segregate duties to support internal controls.

This is a new position, as such duties and responsibilities may change.

Requirements:

Experience
This job requires flexibility, creativity, precision with numbers and text, judgement and at least 3 years experience completing similar tasks.

Education
Bachelor’s degree preferred
An associate degree and 5 years experience may be substituted.

Skills:
Microsoft Office – proficient
Microsoft Publisher or equivalent – proficient
Web page management – basic
Social media – proficient
Constant Contact platform - basic
Database management – basic
Experience as the ‘public-facing’ voice of an organization-- proficient
Writing and proofreading skills -- proficient

Work Environment
May work remotely from home or be housed within an APSAC partner agency
Travel 3 – 4 times per year
Flexibility in schedule to work with colleagues in all US time zones
Access to PC, printer/scanner/fax; telephone required
This will start out as a part time, 20 hour per week position. Full time possible.

Compensation and Benefits:
Part time: competitive hourly rate; generous leave policy.
If increased to full time, eligible for retirement contribution and subsidy to join group health insurance plan after 90 days.

Reports to: Executive Director

* The job title will be determined based on the experience level of the successful applicant.

To apply: please send a letter of interest including salary requirement, work sample relevant to this position and resume to JFRosenzweig@apsac.org