



Job Title: Communications & Marketing Assistant
Department: Development
Reports to: Director of Development & Community Relations
Status: Non - Exempt
Salary/Benefits: Full-time (40 hours/week)
\$23-\$26/ hr. range, DOE
PTO, Subsidized Health & Dental insurance, 403b retirement plan

Job Summary:

The Communications & Marketing Assistant, in collaboration with the Director of Development & Community Relations, implements KidVantage's communication and marketing plan, an actionable strategy for increasing awareness of the KidVantage and highlights its mission, values, and priorities in the central Puget Sound region across all platforms; develops goals and timelines for work, and collaborates institutionally on larger goals and timelines. The Communications & Marketing Assistant will handle the website, email and print communications, media relations and social media channels; and community engagement.

As a member of the Development & Communication Team, this position contributes to the development of annual goals, and assists with the development of department processes and functions.

About Us:

KidVantage (formerly EBC – Eastside Baby Corner), helps kids reach their full potential tomorrow by meeting their needs today. The immediate, tangible assistance kids and families receive through KidVantage provides the tools caregivers need to care for their family, and the essentials kids need to grow up healthy. Through a network of agency partners, more than 3,000 children each month get what they need, when they need it. Founded in 1990, the organization will this year distribute approximately 250,000 product orders for kids in central Puget Sound. Because of KidVantage, children, ages birth through 12 are warm, safe, and healthy.

We are committed to advancing equity through our work. We value a diverse workforce and an inclusive culture, and are committed to inclusion, diversity, equity, and access in all areas of our and workplace culture. Individuals from all cultures and communities are warmly encouraged to apply.

KidVantage is an Equal Opportunity Employer. Qualified candidates receive consideration for employment without discrimination based on age, ancestry, color, creed, gender identity, marital status, military status, national origin, parental status, political ideology, race, religion, sex, sexual orientation, the non-job-related presence of any sensory, mental or physical disability, or any other characteristic protected by law.

Communication & Marketing Job Responsibilities:

Communications (45%) - Implement agency communication strategies through:

- Accurate and timely maintenance of agency website; developing and/or editing content, including photos, videos, and text
- Producing e-newsletters, and other digital communication in coordination with the Director of Development & other staff
- Manage quarterly printed newsletter production, including writing, design, and overseeing printing and monthly “Together for Kids,”
- Media relations: pitch stories, answer media inquiries as appropriate, prepare press releases, media kits, develop media relationships, serve as media liaison
- Coordinate production of annual report with Director of Development, including content creation, design, overseeing printing.
- Assist in coordinating the production of KidVantage collateral, including print, video, multi-media and/or sourcing of video, photos, or graphic design as necessary.

Social Media (5%)

- Coordinate with other staff on the social media calendar and content creation for all social media channels
- Create posts on a regular basis and in support of KidVantage events, campaigns, or programs
- Report metrics and user interactions across social media platforms
- Explore new platforms and assess viability and effectiveness for KidVantage presence and demographics

Marketing and Public Relations (40%) - Implement agency marketing & PR strategies through:

- Help plan annual marketing and public relations goals, objectives and strategy as part of Development goals and priorities.
- Community Outreach: may including tabling for promotion or volunteer recruitment, setting up displays, table activities, attending events, and talking to groups (various sizes) and/or individuals about the mission of KidVantage
- Manage advertising, including development of ads and publication schedule

- Steward KidVantage brand, including visual identity, messaging, and core values
- Maintaining and updating of online giving catalog
- Support KidVantage campaigns and events as needed.

Other (10%)

- Maintain media and photo records
- Attend staff meetings
- Co-create and manage the Communications & Marketing calendars
- Other communication or marketing duties as assigned

Skills/Qualifications:

Experience:

- 1+ years' work experience in marketing, donor or administrative support, communications, social media, or related skills
- Preferred: experience in non-profit communications and/or administrative support

Confidentiality:

- Ability to manage sensitive and confidential donor information with integrity.

Computer/Technical Skills:

- Experience with WordPress highly desired
- Experience with Canva or similar program a plus
- Proficiency in MS Word, Excel, and Outlook required

Language Ability:

Ability to read, write, and speak effectively with others. Ability to effectively present information and respond to questions from media, volunteers, and the general public

Competencies/Characteristics:

- Strong organizational skills, and have an eye for detail
- Ability to provide excellent customer service, in writing and verbally
- Ability to talk to new, diverse people and audiences
- Reasoning ability: solve practical problems; deal with multiple variable; able to interpret a variety of instructions furnished in written, oral, or schedule form
- Ability to adapt and adjust to changing needs required
- Able to work collaboratively in a team setting to accomplish agency objectives
- Commitment to and enthusiasm for KidVantage's mission and values

How to Apply:

Resumes and cover letters to hadmin@KidVantageNW.org

Call backs and/or interviews will begin August 1, 2024

Open until filled. No calls please

June 22, 2024