



# Marketing and Communications Associate

## Job Description

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<b>Date Posted:</b>	03/21/22
<b>About North Marin Community Services</b>	North Marin Community Services (NMCS) is the anchor human service organization in Novato, whose mission helps to empower youth, adults, and families in our diverse community. We serve 11,000+ people in need each year, providing comprehensive services to help people achieve well-being, growth and success. Join an award-winning organization dedicated to providing a supportive and professional working environment. Located in beautiful Novato/Marin County/CA, our workplace culture is driven by our five values: teamwork and collaboration, equity, excellence, integrity, and learning and continuous improvement. Visit <a href="http://www.northmarincs.org">www.northmarincs.org</a> to learn about the impact of our services, and how you can make a difference in Novato.
<b>Job Title:</b>	Marketing and Communications Associate
<b>Status:</b>	Full-time, hourly non-exempt position (40 hours/week). Occasional nights and weekends. Office based at 680 Wilson Ave in Novato. Hybrid schedule available (three days onsite including Friday).
<b>Salary Range:</b>	\$30.00 - \$33.65/hour (\$62,400 - \$70,000/year) DOE. Generous benefits package including medical, dental, and vision benefits, life insurance, earn up to 3 weeks PTO (mental/physical health and vacation) in your first year, 12 paid holidays, employee assistance program, up to 2% retirement employer match, and childcare discount. Sign-on bonus of \$1000.
<b>Reports to:</b>	Director of Development
<b>Purpose:</b>	The Marketing and Communications Associate coordinates marketing and communications content, public relations efforts, and community engagement efforts to advance NMCS's mission, donor campaigns and programmatic work. Must be able to create the engagement print and digital content and customize messaging for a variety of audiences (donors, program participants, volunteers, and public and private partners).
<b>Essential Functions:</b>	<ul style="list-style-type: none"><li>• Support the marketing goals of the Fundraising Plan; develops and implements marketing campaigns for the organization and programs; supports management team with media relations; enhances the image of the organization to the community including serving as an ambassador.</li><li>• Supports the Development Dept in working with the Fundraising &amp; Events Committee for signature events including Thriller Thursday, Holiday Share, and others.</li><li>• Provides communications support to leadership, including media talking points as needed.</li><li>• Produce short- and long-form creative content and work collaboratively to write, edit, and review content for other print and digital deliverables, including website, print newsletters, emails/e-newsletters, social media, event collateral, donor stewardship pieces, and public communications.</li><li>• Coordinate with contract graphic designer and photographer as needed. Ensure consistent branding across the organization.</li><li>• Partner with program staff and participants to engage in storytelling for building empathy, understanding, social change, and sustainability efforts.</li><li>• Assist with outreach and education campaigns utilizing print, radio and electronic media to ensure community members are aware of critical issues and resources through all NMCS program areas (Case Management, Wellness, Latine Services, and Child Development). Effectively publicize participant openings in all programs.</li><li>• Develop and implement social media schedule to increase social media presence, reach our target audience and achieve specific KPIs related to organizational campaigns</li><li>• Work with Development Dept to develop and produce impact and annual reports.</li><li>• Collaborate with Program Quality Team to develop and implement program and workshop materials</li><li>• Support outreach efforts related to NMCS' educational workshops (flyer development, updating website with registration information, social media posts, etc.).</li><li>• Support the Novato Community Response Team with public health, emergency, and disaster relief efforts.</li><li>• Support Management Team activities and special events</li></ul>

**North Marin Community Services**

**For more information about our agency or our programs, visit [www.northmarincs.org](http://www.northmarincs.org)**

- Other duties as assigned.

**Qualifications:**

Required Qualifications:

- Bilingual fluency in verbal and written English and Spanish
- Bachelor's Degree (B.A.) from four-year college or university; or equivalent combination of experience and training.
- Two years marketing and writing experience, including press releases, speech writing, and editing and proofreading.
- Experience working and communicating with diverse, income-qualified participants.
- Thrives on building and maintaining relationships and working in teams
- Strong copywriting, communication (written and verbal), and analytical skills
- Proficiency with MS Office
- Command of digital media platforms, including MailChimp, WordPress, YouTube/Vimeo Facebook, Instagram, Twitter, LinkedIn, TikTok/Snapchat
- Organizational skills with the ability to manage a variety of priorities.
- Works independently with limited supervision and open to a culture of real-time feedback to strengthen relationships. Self-motivated, sound judgment and critical thinker.

Preferred Qualifications:

- Bicultural
- Graphic design experience
- Adobe Creative Suite experience
- Canva experience
- SEO experience

Conditions of Hire:

- Fully vaccinated against COVID-19 unless granted a medical or religious exemption.
- Pre-employment health exam including proof of vaccinations and TB test clearance.
- Criminal record clearance or exemption from California Department of Social Services. All convictions other than minor traffic violations require an exemption, including convictions that have been expunged.

**To apply for this position:**

Please visit <https://www.northmarincs.org/careers-internships/>

**Equal Opportunity**

North Marin Community Services welcomes and encourages all qualified candidates to apply – especially as we recognize that people bring experience and skills beyond just the technical requirements of a job. We also know that self-doubt can sometimes get in the way of stretching professionally, so if your experience is close to what you see listed here, please consider applying. We value our differences and respect everyone – regardless of race, color, religion, sex, gender identity or expression, sexual orientation, national origin, citizenship status, marital status, genetics, AIDS/HIV, medical condition, political affiliation, disability, age, status as a victim of domestic violence/assault/stalking, or military/veteran status. If you have a disability and need assistance and/or accommodation with applying for a job, please contact [hr@northmarincs.org](mailto:hr@northmarincs.org) or 415-892-1643 ext. 224.